

Total Zero to Professional Hero



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**How to Harness your Inner Power to Attract More Friends, Fans & Followers**

By Darren Bocksnick, Josh Delaney and Robert Velarde







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# Acknowledgments

Undertaking a project of any significance is inextricably bound with the need to involve others, whose contributions and support are tantamount to its success. Every good idea is birthed in inspiration but it is brought to fruition through toil, passion, and a great support network. Though, this inspirational book is a celebration of the strength of individuality, it is equally a tribute to the power of collaboration.

Interspersed throughout the book are short stories and *real world* examples of people who have made meaningful contributions during this author's life. Their examples were the inspiration behind this project. In a way, the book is a means of honoring the many that have played such an integral role in my development on both a personal and professional level. Then there are also the support networks that are indeed worthy of well-deserved recognition.

Author, Darren Bocksnick would like to give special recognition to Summit Realization ([www.summitrealization.com](http://www.summitrealization.com)) - a dynamic new leadership development initiative that focuses on the personal and professional development of individuals in nearly every walk of life. With its world-class leadership and dynamic training, Summit Realization creates a literal, *success-retreat* where business owners and entrepreneurs can be recharged, motivated and personally mentored by some of the finest trainers in the world.

From seminars, personal coaching and group training, Summit Realization instills excellence at every level back into the personal and professional development industry. Summit Realization has barred no expense in creating a much acclaimed, interactive environment for today's leaders to learn, grow and reach new heights of achievement. The end result is a development course like no other that's as energized as it is educational. In a learning environment such as this where everything is done at the highest caliber of excellence, attendees will truly experience the summit of their potential and beyond.

Summit Realization is helping groom today's leaders for tomorrow's success in business and beyond. With each new graduating class, Summit Realization is empowering progress forward for current and future generations. By preparing students to unlock their true potential, the summit of success is not only attainable; it is realization in action or, "reality". Experience the summit for yourself, knowing that the view is always better from aloft the stately summit...

In addition, I would like to express appreciation to Successful Thinkers ([www.SuccessfulThinkersNetwork.com](http://www.SuccessfulThinkersNetwork.com)) for their collaborative approach of connecting success-minded individuals toward a common cause in helping revamp the economy, one business at-a-time. Blending high-tech with high-touch, Successful Thinkers seamlessly blends the offline and online worlds in a very powerful, practical way.

With meetup chapters throughout the United States, Canada and Asia and a growing online community, Successful Thinkers is helping business owners around the world to take their respective businesses to the next level. As Co-founder and the official writer for Successful Thinkers, I personally have benefited from the treasure of friendships I've gained and business projects I've landed as a direct result of my association with their cutting edge group.

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While at Profit Fuel/Yodle, I acquired the crucial skills necessary to consult with clients at the highest level of aptitude and professionalism. The countless conversations with business owners representing over 200 industries from nearly every major city, taught

me the essentials of consulting. I now understand their challenges and the very real struggles they face in building their respective businesses.

As a special note of recognition, the authors would like to express appreciation to the following companies for the support they have shown throughout this endeavor. These are world-class organizations offering cutting-edge products, dynamic services and a team of industry experts that lead them onward: They are progressing success forward now in the present and well into the future. The companies are as follows: MindSlap Media ([www.mindslapmedia.com](http://www.mindslapmedia.com)), Josh Delaney Company ([joshdelaney.com](http://joshdelaney.com) and First Listing, ([www.firstlisting.com](http://www.firstlisting.com)).

The authors would especially like to express the deepest gratitude and most sincere appreciation for our families, our friends and our fans. You are the real inspiration behind this great undertaking!

***A personal note from the author...***

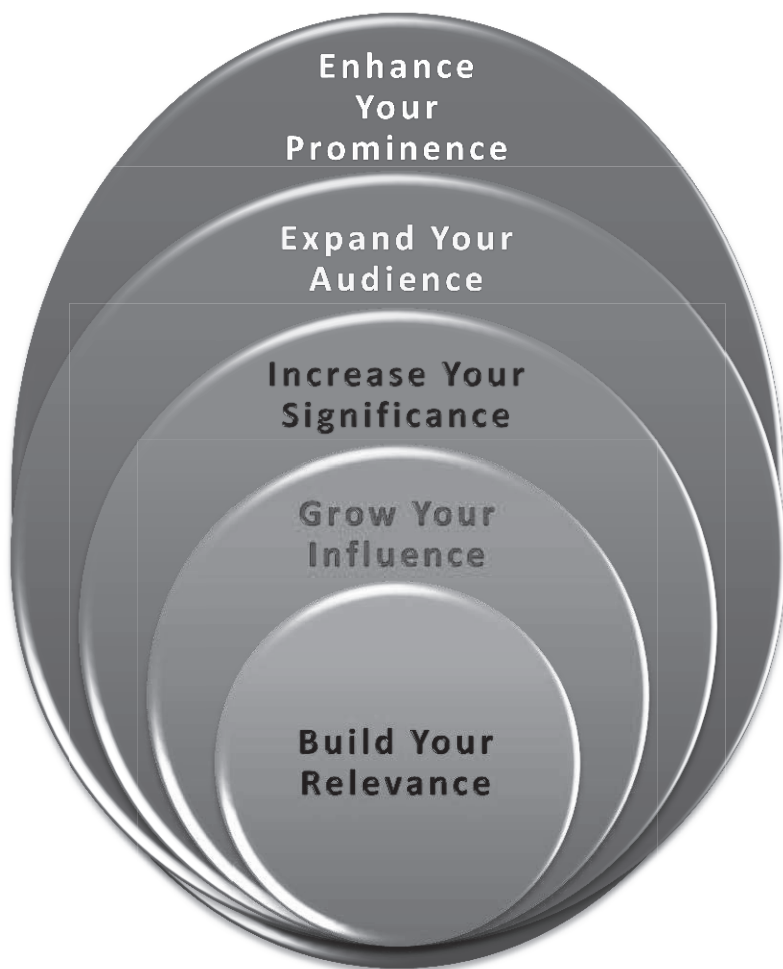
Business owners are to whom this book is dedicated. They are truly the driving force behind America's economic recovery. The quote: "America was founded by pioneers but funded by entrepreneurs" takes on newfound significance. The bailouts of failed banks and corporations, regardless of one's stance on the subject have really proven but one, common conclusion: the small to midsize businesses which comprise the majority of the workforce are still America's (and the worlds) - greatest hope for economic stimulation and financial restoration. You may proudly thank a business owner today for embodying the American ideal and pursuing the American dream!

Within these pages and beyond the portals of imagination is a recurring theme that summons us higher... to a better life, one that's defined by service and destined for greatness. Allow the words to resonate within and the message to emanate without- through living a life of demand where your heroism can shine and the tales of your legendary deeds can live on...

# Chapter 1

## YOU, Upgraded

*“Be the brand you’d proudly market, become the product you’d gladly sell.” Darren Bocksnick*



**I**n life as it is in business, doing something significant that others will know and remember you by is a worthy aspiration each of us should strive toward. Are we here merely to live out our lives in pursuit of pleasures or is there some deeper purpose behind it all? It is of this author's opinion that we are here for a time and a purpose: to enrich and empower the lives of those within our influential reach.

Behind every purpose, there is a process that enables the purpose to unfold and come to fruition. With every process, there are parameters and protocols that must be adhered to, which ensure the process works and can be proven time and again.

The discovering and developing of our purpose firstly begins within... as a journey inward, but is ultimately fulfilled through making a positive impact on others, which is our journey outward, *if you will*.

The relationships we build are the key to increasing our significance in life and to the degree of impact we make on society as a whole. We should seek to establish and nurture beneficial relationships, make friends and ***win over fans*** on a daily basis, for we never know how much this will empower us in the process. Yet, building a friend or fan base is not about promoting the new or even possessing the unique; it is rather about making yourself available to them. This involves giving of your time, resources and energy and is about the tailoring of topics that are relevant and of interest to your target audience. In essence, it's about becoming invaluable to others through making oneself sought-after and in-demand.



When it comes to creating demand, it may surprise some to learn that at the time of this writing, one of the fastest growing social media sites by ratio is Pinterest ([www.pinterest.com](http://www.pinterest.com)). Launching in December of 2009, in just over 2 years time, the site grew to 104 million visits each month and is now trending as the 3<sup>rd</sup> most popular social media site behind Facebook and Twitter.<sup>1</sup>



Pinterest's unique offering of pin-board inspired social networking where members can connect with other members based on themes, topics and interests makes it a formidable force to consider in the social networking industry. Through building relevance and interest, they created a demand for their product and service.

Similarly, when delving into the subject of creating demand, it may come as another surprise for some to learn that in the realm of search engines, latecomer Bing has been outpacing that of its towering competitors in search query growth ratio.<sup>2</sup> Though still holding significantly less of the search engine market share, Bing's "Decision Engine"<sup>3</sup> continues to grow and has proven in many respects to be an intelligent alternative for some Internet enthusiasts who favor targeted information over that of data inundation, where too much of something (data) may not always be a good thing.

*Being selective in one's search protocol is now the new norm among tech-trendy circles today.*

The above two examples are significant of what this author sees as an even, much larger developing trend as technology continues at its mind-boggling pace. To elaborate on this, the former CEO of HP, Mark Hurd made this statement in 2009: "*more data will be created in the next four years than in the history of the planet.*"<sup>4</sup> Since the amount of data available to the average person on any given day is more than he or she could ever possibly need or use, this has given rise to new kind of tech savvy generation. For our purposes here, we'll label them as "**Information Aficionados**" or "**Data Connoisseurs**".

These are the new breed of web surfers who carefully choose the technology and trend waves they are about to ride. They seldom wallow in the shallows where the small caps of outdated, overspent



trends that have long since lost their momentum, ripple in at a placid pace. Rather, they venture out into the deep where the waves of untamed trends do thrive and uncharted potential still churns. There, they learn how to ride and harness the power of the wave!



Such Data Connoisseurs have developed a keen taste for refined data; much like the wine aficionado develops a heightened sense of smell and taste for fine wine. In their quest for knowledge, they seek targeted and focused information that further develops or extrapolates on their topic of choice rather than being led in a plethora of unrelated *data paths*.

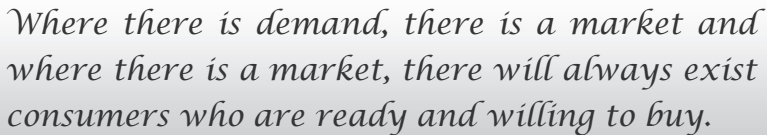
Just as a musician fine tunes his or her respective instrument to the perfect pitch

and vibration frequency, so also the information aficionado has learned to master the art and craft of the search. To them, relevant information is Key and specific, targeted information is king. Once these connoisseurs and aficionados have captured the essence of their audience's interests, they are then able to determine the life cycle of the trend or the direction the trend is moving towards.



In his book, Alain Bernard describes a trend life cycle. *"A trend is a vision about the future behavior of the market."*<sup>5</sup> Once the trend is discovered, the wise entrepreneur catches the life cycle of the trend early on and then finds a way to invest and profit from it; thereby growing his/her demand in the process.

Upon determining the life cycle or direction of the trend, these data connoisseurs are then strategically positioned to develop innovative products or proprietary services that capitalize on the trends. In so doing, they are often able to grow their friend and fan bases to new, unprecedented heights. As their fan base grows, so also grows their value and worth to their respective audience. When their value goes up, the *demand* for their services or skill sets increases. They in essence become in-demand persons who are valued and sought after. Those in-demand individuals among us are the higher caliber, top-tier professionals of our day.



*Where there is demand, there is a market and where there is a market, there will always exist consumers who are ready and willing to buy.*

Similarly, in the realm of business, when innovative products make their debut across various retailer channels and instantly create cultural buzz or over time establish a new market niche; they achieve a desirable status few products ever reach during their life cycle: High Demand. A team of authors concluded: “*Profits are demand-driven in the short run as well as in the long run...*”<sup>16</sup>

When a product is in high demand, sales start to accumulate and profits begin to soar. From the initial design and development to manufacturing and marketing, companies have one single, resolute objective in mind: to achieve a status of high-demand with their products and their services. Yet, to create demand requires more than a quality product or an effective marketing campaign. Creating demand infers that the marketed product becomes a household name, instantly recognizable and memorable.

Demand for a company’s products or their service is the most sought-after status that any company could hope to achieve. For, once that threshold is crossed, sales and profits begin to ride on their own momentum. Once Demand is established, not only do sales and profits soar but also brand awareness and subsequently, Brand Loyalty ensue.

***Market relevance:***

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To achieve this coveted status of high demand, the product must be relevant to its target market and hold affinity with its audience. Though difficult to master and timely to execute, the merit of achieving High-Demand is indeed a challenge worthy of the undertaking for the rewards always overshadow the costs.

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***High demand = high value:***

When something is in demand, the logical conclusion is that there is a shortage of supply. This shortage of supply is what drives the value of the product or service up, regardless of economical conditions. Quite simply, a product in high-demand is a product that people will purchase regardless of the associated ***mark-up percentages*** at the time. Realtor and blogger, Art Kleimer described it this way: “The Law of Supply and Demand Creates Value.”<sup>7</sup> We need only to consider the consumer craze and cultural buzz created whenever a new version of Apple’s indomitable I-Pad or I-Phone is released to market.



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The opposite of this is also true. Where there is an over-abundance of a product or service, the demand goes down and this subsequently drives the value down. Over-saturating a market with too much of any one, particular item is never a good practice or ideal situation to be in.

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To validate this, we need only to remember the trends that have come and gone from “Pet Rocks<sup>®</sup>” to “Beanie Babies<sup>®</sup>”. When the Pet Rock<sup>8</sup> craze finally died down as quickly as it had caught on, it’s logical to assume there were empty warehouses nearly filled to capacity

with you guessed it, rocks! It's time had come and gone and its product life-cycle had expired.

In the realm of technology, keeping up with the latest trends is indeed a daunting task. There are a plethora of choices when it comes to gadgets, gizmos', electronics and peripherals. As overwhelming as it is, the mind-boggling pace at which technology is moving makes it impossible to keep up. Even with the over-abundance of products available on the shelves, what is typically overlooked is that there is often an equally number of products that never made it to store shelves. Quite simply, their product life cycle ended before it even began because the technology was already outdated or the demand for that product had subsided prior to its release to market.

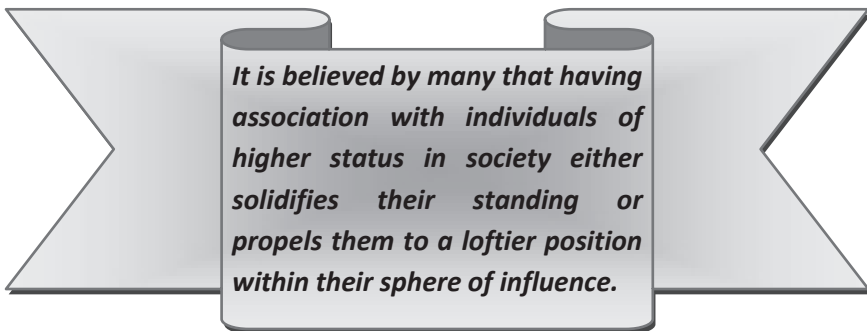
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*An unlikely comparison:*

*Yet, when considering the esteemed status of high-demand in relation to products and consumers, seldom do we make the connection between products in high-demand and a person in high-demand. Are there practical similarities between the two? Can application be made from the product side that can be of benefit to the individual on the personal side in empowering him or her to equally, become in-demand? It is of this author's opinion that it can.*

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**Expand your Hero Status: Be Influenced by the Influential:**



Persons of perceived, lesser social influence often seek out the individual in high-demand to glean from his or her experience and likewise, advance their own public appeal in the process. This is favor acquired through association with the in-demand individual. An

overflow effect seems to transpire so that the success of the one is often transferred to the other by mere association and proximity to the source.

***Position, prominence and prosperity:***

The active pursuit of the position and of the person who's in high-demand is a behavioral pattern that stretches back to the time of antiquity during the Monarchal rule of kings and queens. Likewise, the Romans were notorious for their worship-like emphasis on appearances, positions and public prominence. Freelance writer Robin Fowler points out: *"The clothing worn by a Roman was dictated by his/her social status, gender, age and occupation. Unlike the Greeks, who all wore varying styles of a uniform type of garment, the story of a Roman was written all over his or her garments."*<sup>9</sup>



For to be in the positive corner of the Social-status ring was tantamount to health, prosperity, and ultimately, leaving a legacy behind for the generations following. Comparably, to be in the opposing corner of the social-status ring was often equated to poverty, servitude and unfortunately, an untimely death through disease or disfavor.

Possessing a place among the social elite or upper class was typically associated with kingly favor or royal approval. Those individuals in such coveted, sought-after positions were themselves, coveted and sought-after by the masses. Not surprising, this same age-old behavioral pattern still thrives in social circles today.

***Harness your Hero Power: Command an Audience:***

In today's social gatherings, often called *mixers*<sup>10</sup>, it is that dynamic individual who commands an audience, stands out in appearance and who has something interesting to say- who often arrests the attention of the crowd. This highly acclaimed individual is likely the center of attention.



There is a natural affinity toward persons of a higher caliber status that makes others want to follow and gather around. These enigmatic individuals seem to embody success in their mannerisms and they carry themselves in an almost, celebrity-like manner. If there ever was a group who so impacted society with positive change, it would be those iconic people to whom we

will aptly describe here for the legendary deeds they have done. They are the higher caliber individuals of our day who are sought after and in-demand.

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### **Portraying Professional Heroism**

***Live legendary:* Such should be the aim of every success seeker; to live legendary and leave a legacy. The higher caliber, in-demand person lives a legendary life.**

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Though it is accomplished through expenditure of effort or the sacrifice of time and resources, the higher caliber individual does seemingly everything on an epic, almost colossal scale. Much like an alluring fragrance permeates the air, persons of a higher caliber nature leave an indelible mark of excellence on everything they touch so that the allure of their company is ever nurtured and nourished.

Since the in-demand individual is sought-after amongst a myriad of varying social circles by peers, colleagues and would-be prodigy's, opportunities ever abound. To the in-demand individual, career advancements exist at every turn. Since he or she has made it their life's purpose to establish mutually beneficial relationships and to collaborate with other leaders- this high caliber, in-demand individual invariably holds the spotlight whenever the occasion for a promotion arises.

It is the in-demand among us who invariably steal the social scene and in so doing, make each moment memorable by their very presence. Though, it is not any promotion he/she may earn that warrants our attention; it is the process leading up to that begs interest.

***Be in-demand, the money will come:***

It is in the nature of the in-demand individual to treasure the value of relationships and camaraderie more than financial gain; yet, prosperity still manages to render its many rewards to the person of high-demand. It's as if money is an after-thought and material gain is a fleeting notion of nominal significance to such a person. Still, the in-demand individual will inevitably have his or her share of both financial gain and material wealth as an outflow of their powerful, near mesmerizing affect on people.

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***TAKE THE HEROIC HIGH ROAD: EMPOWERING AND IMPROVING  
THE LIVES OF OTHERS:***

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To the higher caliber person, his or her life's purpose is mandated with intrinsic value and worth, which beckons for them to have a positive, life-changing impact on others.

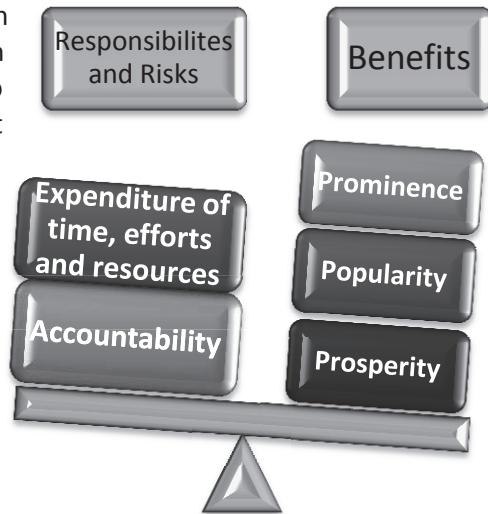
Herein then, is where the paradox lies. For those individuals loitering on the lower rungs of the perceived social ladder, they exhaust their energies pursuing wealth and prosperity only to realize in the end, the loneliness of the journey has negated the rewards of the pursuit. They soon discover their lives are devoid of meaningful relationships and of little significance in matters of ultimate importance. Yet, higher caliber persons take the upper road: they seek to enrich the lives of those they meet. In doing so, they discover success along the way!

It is during this process of giving of themselves to their *fan-base* in the form of time, effort or resources that creates a reciprocal effect. Those same followers and fans give back selflessly and sacrificially to the individual in high-demand. Often, the return favor of the reciprocator far surpasses the initial offering of the giver in both scope and merit.

This is common place for the individual who is sought after and in-demand; he has set his sights on a far greater prize of infinite worth: empowering and improving the lives of as many as he humanly can. The blessings and benefits that follow as a result of his great undertaking are not the motive behind his mandate. Rather, they are the by-products of his efforts that bring meaning and merit to the mission he has set out to accomplish.

***Hero Training: Strike balance between risk, reward, responsibility and benefit:***

Though there are far too numerous to mention the amount of benefits associated with being a person of high demand, there are also responsibilities and risks. It is often said that the greater the risk, the greater the reward. The reversal of this is that the greater number of rewards and benefits, this necessitates that an equal dosage of responsibilities and risks have been meted out in fair measure.



In all things, the balance between the two extremes must be reached so that the compensation of well-earned rewards is rightfully appreciated due to the costly sacrifices required to achieve them. If there were no balance, the over-abundance of awards for the completion of a noble task would be ill-appreciated and overtime, lose significance. Likewise, the rewards of being an individual in high-demand are counter-balanced by the responsibilities associated



with the role and the risks involved with having such an entitlement bestowed.

Before individuals become publicly in-demand, we can ascertain with almost certainty that prior to this, they were unknown and in private, only shadows of the figures they would soon become. The characteristics of empowerment and inspiration that make the in-demand individual so appealing in public were firstly forged in the private workshop of personal development.

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*We are the outcome of our making:*

**Exemplary people are not products of their environments; they are the outcomes of their own making and the culmination of consequences resulting from their choices.**

**We speak of the outcomes of their own making because achieving such a lofty status in life does not come through chance, happenstance or by mistake. Rather, reaching this idealistic state occurs when the noblest of motives are melded into action. Thus, becoming an individual in high-demand is more akin to the development of the private, hidden *life* rather than it is the showcasing of the public, outer lifestyle.**

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We also speak of the culmination of consequences resulting from choices because in-demand individuals have undoubtedly made wrong choices along the way that have caused them much difficulty. It is however, these prior wrong choices that have served as a catalyst to course-correct their actions and propel them forward in the right direction. In this regard, the consequences resulting from their choices are equally, if not more so, part of the formation process that shapes an ordinary person into an extraordinary individual.

**To be or not to be is NOT the Question:**

While we consider the notion of becoming an individual in high-demand, we must also consider the alternative of *not* aspiring toward or achieving this status. If we are not aspiring toward *something*, we are most certainly moving, albeit in the wrong direction. In order to accentuate the positive, we must also consider and place emphasis on the negative, even if only for a time.

Consider the case of the “Pet Rocks”<sup>11</sup> in which the market was overrun with the product so much so that it became too familiar. Familiarity in turn, eventually led to its quick demise as a trend. This is also true of tech products which never make it to the shelves. ***Over-extending our reach and allowing ourselves to fall prey to familiarity amongst our friends, fans or followers lowers our significance and ultimate worth in their perceived value of us as leaders.***

Similarly, from a technological perspective, a trend from the early 2000’s that died out as quickly as it had caught on was the computer certification craze. People from nearly every walk of life were taking up self-study courses or attending 6-month long courses to earn the prestigious MCSE, A+ or C++ certifications. While the classes were short in duration, yet when coupled with the dauntingly thick study books, they made for an intense course that gave the student a well-rounded approach to computers, networking and coding.

This certainly opened up career opportunities for many. Yet, an unfortunate twist added to the trend’s sudden demise- the marketplace became saturated with one too many “certified” individuals who couldn’t land a job. What led to this outcome though, was an inevitable, yet often overlooked component to the whole certification craze. That outcome was this- a 6-month course or home-study program that upon completion earned the student the title of “MCSE Certified Computer Network Engineer” or any one of several variations of the title could **NEVER** take the place of a 4-6 year degree earned from an accredited university or institution of higher learning.

This over-saturation of the market with one too many of the 6-month “engineers” caused the industry to be somewhat cheapened; thus making the 4-6 year degree-touting engineers to be placed on the same par with the others in the public’s eye. Back then, what was once considered to be a highly-sought after, high earning position of “Networking Engineer” was suddenly de-valued due to over-saturation of the market with the course-certified and not enough of the university-certified engineers.

Though this has leveled off and companies now realize that a course certification in computers and networking should be regarded as an augment to one’s education and not as a substitute to an actual college degree, there are remnants of this trend that still linger. Mainly, these remnants are those latecomers to the trend who became caught

up in the certification craze when it was barely a smoldering ember. Their 6-month long courses have earned them a title rather than a job and their bookshelves are still lined with those costly, dauntingly-thick study books.

These serve as reminders that demand equates to value, so long as there's a demand and the lack thereof, can diminish the value or worth of something to its own demise.

***Your armor of greatness:***



To become anything or anyone less than exemplary and in-demand is to be average, without substance and significance. Being average is at its best, just plain boring and underwhelming while at its worst, it is a bitter acceptance of bygone dreams and broken promises. So, we must ask ourselves do we choose to remain average and start subjugating ourselves to the slow, methodical process of having our armor of greatness dismantled before our eyes. Or, do we dare to leave average behind and become an individual in high-demand, fully suited for greatness and adorned with all the rights and privileges such greatness affords? I say, we choose the latter.

***The Hero's Journey: Choose the path less trodden:***

There will always be the need for higher caliber individuals of worth and demand. They challenge us to aspire toward new, unprecedented heights in our personal development and compel us to go beyond our often, self-induced limitations. This in itself should be motivation enough for us to follow the paths their feet have trodden. Through their example, they mirror the life of blessing and purpose.

Higher Caliber individuals are the true heroes of the day, embodying all that is professional and successful in society, whom we should pattern our lives after. They empower us to be better and encourage us to reach higher. These are they who exemplify the higher caliber life of demand and worth is the dream life you and I were destined for!

## Chapter 2

### Fueling the Influential Flame

*"NOW is your finest moment; THIS is your life's debut, therefore enter the stage explosively and steal the scene away." Darren Bocksnick*



***The Heroic Life - a rite of passage:***

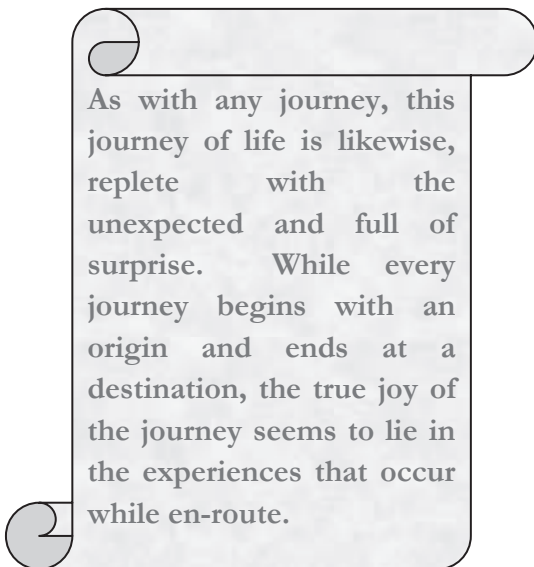


s we contemplate the significance of social standing and leaving our memorable mark on the world, it is essential to consider that life itself is much like a rite of passage. Our comings and goings, achievements and failures, are all part of this sacred passage of existence.

As we overcome one obstacle, we may encounter another setback. While we enjoy abundance and the satisfaction that comes from having reached our goals, we may encounter another challenge along the way. This is all part of the passage.

To say that life is indeed some form of sacred passage, we then by inference conclude it is also an entrance or gateway toward something just beyond. To reach toward that purpose or promise which is beyond, we must go through the gateway, move past the passage and so embark upon the journey, wherever it may lead. Lance Henriksen states it like this: "To me rites of passage through life, that's a wonderful, beautiful thing."<sup>12</sup>

***The joy of the journey lies in the experiences:***



As with any journey, this journey of life is likewise, replete with the unexpected and full of surprise. While every journey begins with an origin and ends at a destination, the true joy of the journey seems to lie in the experiences that occur while en-route.

The experiences are what define us and fill in the empty pages of this developing story called our lives. For this cause, we seek to "fulfill" our life's journey with as many experiences as possible.

In-demand, higher caliber people always carry a knapsack of personal experiences from which to draw upon and use as the

occasion arises. They are cultured individuals or as some would say, cosmopolitan individuals who are schooled on a variety of subjects and

current events. Part of the *appeal* emanating from an individual of an in-demand stature is that they are often the source of insightful wisdom and not merely purveyors of second-hand knowledge.

***Expand your Hero Status: Impart Interesting to Evoke Interest:***

Possessing this keen insight into a plethora of subjects makes in-demand individuals exceptional conversationalists. They are able to formulate connections between seemingly, unrelated topics and somehow, still able to make application of them toward everyday life situations. As superior conversationalists, they naturally make for interesting people.

One common characteristic shared among all in-demand individuals is they can hold an audience sway, whether in one-on-one settings, small group gatherings or from behind a podium before large audiences. When they speak, people listen. Their words carry their weight in worth, much like gold and precious metals carry a marked, sustained value in the market place over the years.



It is their gift of communication that enables persons of an in-demand stature to experience continued progress without regress. Through proper articulation, dynamic presentation and successful negotiation, the in-demand leaders among us influence the world through the wisdom of their words.

Characteristics of an in-demand person's skills with an audience are marked by elaborate presentations, engaging interaction with the crowd and articulate, colorful conversations. They've mastered their talents and made good use of their god-given gift to gab!

***Expand your Hero Status: Inspire a Movement:***

All of this only adds to the in-demand person's allure. They have an innate, magnetic quality that draws people to them. Some are drawn out of curiosity and others out of attraction but one factor is certain: It is an inexplicable character trait that inspires people to follow, model and pattern after the in-demand person. With such

It has been their natural proclivity toward rallying the masses for a worthwhile cause that makes the in-demand, higher caliber person a formidable *champion* OF and FOR the people.

power of persuasion and influence with people, individuals of a high-demand stature can create and inspire entire movements with only their words.

Social *awakenings* that have ultimately led to the awarding of new-found liberties and quality-of-life improvements are often attributed to high caliber, in-demand individuals making their debut in the world. They set the pace of progress for the rest of the world.

***Dynamic leadership qualities in action:***

The ability to inspire movements and draw a following also contributes to the dynamic leadership qualities inherent within a person of demand. These qualities are not always apparent at first but will always reveal themselves at pivotal moments whenever the occasion arises. Mostly though, it is their "quiet strength" in private settings that is both substantiated and made apparent in public. This quiet strength is the source of the in-demand person's power and that gives him or her, their undeniable influence over people.

Though fueling a movement and drawing an audience are not mutually exclusive to persons who are in-demand; these qualities are however, good indicators of such a person's impact on the world. There are other charismatic type personalities who also draw a crowd or who accomplish some feat and make a name for themselves. These are not to be mistaken as in-demand persons whose very influence elicits life-changing outcomes within their followers.

***The inevitable plunge:***

We need only to consider the lives of long-since gone celebrities, namely; movie icons and musicians who as "shooting stars"



are a spectacle of beauty and a thing of wonder to behold...for a time. Their rapid rise to the top, replete with all the trappings of untold wealth, widespread influence and notoriety are short-lived. For, as it is with all

things, changes occur and with change come what this author describes as the *inevitable plunge into insignificance*.

*The inevitable plunge into insignificance* describes the typical pattern that befalls those stricken with stardom and celebrity status: their shooting star status begins to fade over time and lose its luster. Before long, new generations arise who know nothing of the celebrity's former glory. Also, celebrities over time lose their relevance with their audience and become out-of-touch with their audience's interests and needs.

Often time, the life of opulence and extravagance taints the celebrity's worldview so that he or she can no longer identify with the very real struggles that his or her fans are confronted with. Thus, before long they succumb to a state where they have *fallen from grace* in the public's eye. This fall is often epitomized by debilitating behavior



and embarrassing outbursts that invite public criticism. After this, the *plunge* is accelerated and it's not long before they fade out of view in the public limelight.

***When legacy outlives the person:***

The inevitable plunge into insignificance seldom befalls the person of an in-demand stature. Unlike the short-lived spectacle of fickle stardom and fame, the in-demand person's rising star only radiates brighter and more brilliant with time. He or she creates cultural significance with their respective audience. Creating cultural significance propels the in-demand person's reputation so that his or her name is not confined to the limitations of proximity and vicinity. Rather, the in-demand person becomes a living legacy whose influence supersedes the person.

During the times of antiquity, it was often considered the greatest of honors to die a hero's death or to risk one's life for the grander good of the kingdom. As a reward, those bravest of individuals were granted a mere promise that history would recount their name and that their glory would live on for generations to come. This single, intangible promise was all the motivation they needed to live dangerously, risk immensely and sacrifice unwaveringly. What is your motivation? What drives you?

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History resounds with the stories of those iconic individuals whose positive impact on society has long out-lived the person. We consider the greats like Alexander Bell, Albert Einstein, Thomas Edison<sup>13</sup> and Henry Ford whose contributions have forever altered our lives and our development as a society. We remember them not for their plunge into insignificance but because of their continued, epic rise to relevance and greatness in the public's eyes. Their storied lives and the timeless contributions they made to society continue to both, amaze and amuse. Their legacy continues to live on, though the legend itself has long since gone on...

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***The power to empower:*** Through inspiration, these in-demand heroes empowered the lives of those they touched to become better and to reach higher. Through vision they influenced positive changes in society

that ushered in improved social conditions. Through determination and resoluteness of will, they pioneered paradigm shifts in modern thinking that have forever altered the way we conduct business and live our lives.

The adaption of new technologies, developments in the sciences and the creation of opportunities are advances we can most assuredly contribute to these in-demand individuals leaving their indelible mark on society. They are the wheels in motion that keep society moving forward in progress and achievement.



Considering the aforementioned, defining characteristics that make in-demand individuals who they are, it is apparent from whence their strength and *power* are derived; they are empowered and inspired through improving the lives of those they encounter. This virtue in itself sets the in-demand person in a class all to his or herself.

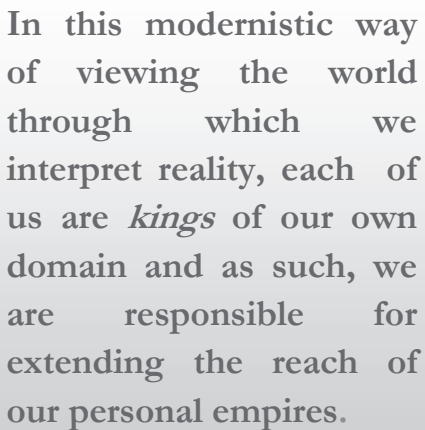
In a time when many are self-seeking, the in-demand person seeks only to serve others and to share of his/her time, energy and resources. They expend of themselves and in so doing, expand of

themselves. They pour out and empty of themselves for the benefit of others and in the process of doing so, fill themselves back up again. For in doing so, the legacy they live and leave behind will far overshadow any short-lived satisfaction that may come from the transient pleasures of self-servitude.

This then is the true secret behind becoming a person in-demand. He or She must give of themselves to others without thought of pay or recompense and it is given back reciprocally in the form of a growing multitude of loyal supporters. They invest of their resources in training and imparting value into others and are thereby rewarded with a manifold return of friendships, fans and followers.

***Duplication is not division but rather multiplication:***

While the short-sighted individual may see this as too great a sacrifice of giving up their personal “leisure time” or too large a commitment that only diminishes their energy and depletes their resources; the opposite is actually true. The in-demand individual does



In this modernistic way of viewing the world through which we interpret reality, each of us are *kings* of our own domain and as such, we are responsible for extending the reach of our personal empires.

not deplete or diminish of himself during the process of investing in others; he actually grows his influence and increases his social stature with time. In-Demand individuals duplicate themselves in the lives of those they are endeavoring to help and in so doing, become bigger-than-life.

To some, the concept of taking away from one's personal agenda and giving to others for the purpose of empowering their

lives is foreign and culturally inconvenient. After all, in today's dog-eat-dog world, it's every man and woman for themselves. We suppose that

we are an advanced society and as such, are fashioned into the modern mold of independent thought and actions. This would then, seemingly mean that each of us is on a personal rendezvous with *manifest destiny*<sup>14</sup>.

Yet, even those kings whose rule was riddled with selfish indulgence and careless consideration all suffered the same fate- their legacy only lived for the duration of their reign. Slowly and methodically, these self-seeking rulers became like the classic song title: “Dust in the Wind”, with the very essence of their existence becoming seemingly lost in the annals of time<sup>15</sup>. Though some did leave behind a legacy, it was one wrought with tyranny and under an equally treacherous rule. Those rulers may still have etched their marks on history’s tombstone but their names are only spoken of in hushed tones or in contemptuous manner.

***Look to the lessons long since past:***

It is not to these that our attention is drawn. Rather, the in-demand individual looks to the lessons now long since left behind by the greatest of those legendary leaders of the past.

*Look to the Lessons of the past*



Inspiration comes to the in-demand individual through consideration of the likes of great leaders like Alexander the Great<sup>16</sup> whose bravery was unmatched and whose vision was unparalleled. He propelled Greek influence to regions yet unreached and conquered Greece’s enemies with the skill and cunning of an age-stricken, worthy warrior. Yet, Alexander’s accomplishments and widespread influence reached their apex by the time he was in his twenties. Renowned for his philosophy, sense of

adventure, and battle bravado, Alexander's life was and is a model for the higher caliber person to look to in making application of age-old principles to modern-day practices.

Though Alexander's rise to greatness<sup>17</sup> may have begun as a quest to spread what he felt to be a worthy cause (Greek culture) or a sense of exploration in extending the reach of Greek influence to regions far beyond, it became something much grander than he could ever have imagined. For with each victory, lesser civilized peoples given to such practices as human sacrifice were now *enlightened* in Greek philosophy, taught the principles of higher learning and educated in the ways of science, mathematics, astronomy and anatomy.

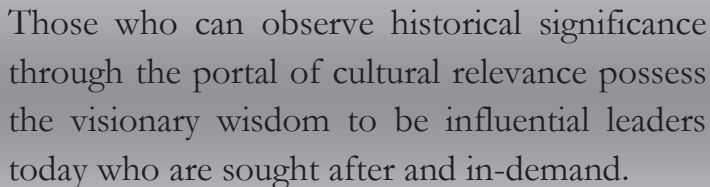


While there are certainly faults and imperfections associated with any culture, it is through the acquisition of those higher ideals that ushered in the next advancement of society's evolution by which we gauge that culture's significance. In this, Greek society and culture were integral milestones in our development as a society for to this day, much of what was gleaned then now formulates the basis for modern-day, civilized infrastructure. From architecture, to literature, science, mathematics, democracy and astronomy; these are all pillars upon

which our modern society's infrastructure as a whole has been built as a credit to the Greeks who inspired it.

Throughout the annals of time, history is replete with examples of such exemplary contributions that have shaped our development as a species. Especially when such acts were done on an epic or colossal scale; we tend to "sum" up that particular culture's historical significance by those sundry, albeit remarkable feats of accomplishment. Yet, what is often overlooked is that those remarkable accomplishments were made possible by everyday people like you or I. The monumental structures, the impossible feats were done by a person or a group of them united by a common cause. What will our lives' contributions leave behind? More particularly, what have you accomplished that both, improves the lives of others and increases your worth and demand to society?

***Professional Heroes: The modern day monarchs of progress:***



Those who can observe historical significance through the portal of cultural relevance possess the visionary wisdom to be influential leaders today who are sought after and in-demand.

While the exploration of distant lands and the conquering of far-off empires are not on the in-demand person's agenda, the discovery of new frontiers in business and the conquest of *inner enemies* that thwart his or her progress top the list. In this regard, the modern day monarchs of progress are those in-demand individuals whose influence shapes the very world to which they've been born as if destiny itself had ordained them for such a purpose.

We draw the parallel that those among us who are sought after and in-demand are the modern equivalent of influential kings who, in the past ruled their respective domains nobly and justly.<sup>18</sup> Their reign was characterized by provision for their subjects, protection of their borders and prosperity throughout their kingdom. Just like the kings of old, as modern kings endowed with all the *rights of royalty*, those higher

caliber persons among us hold high favor within the reach of their reign. As such, they always impart something of value and significance wherever their ventures may lead them. From extending favor to bestowing wisdom, the modern-day, in-demand person is one who accepts his or her role humbly, yet proudly performs the responsibilities associated with the role.

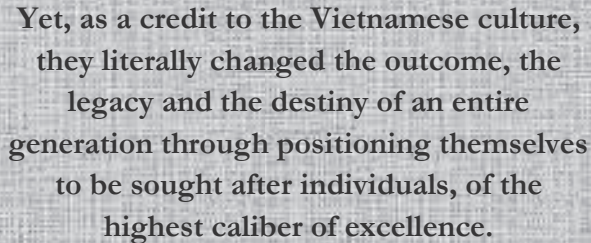
This mindset is perhaps, the ultimate defining characteristic of whether a person has truly achieved in-demand status. If they are more concerned about enriching the lives of those within the reach of their influence than they are building their personal kingdom, then they've earned the right and are worthy of the role. These are they whose character will always be in-demand and whose company will be highly sought after.

***An entire generation bred for success:***

Those who characterize this in-demand, higher caliber status are the world-shapers and influencers of our day who set the pace for society's next, new phase of development. To expand on this, the story was shared by Hiep Nguyen, a successful fashion consultant of Vietnamese heritage, who told about the struggles and challenges of living in a developing country.



He described that many of the working class in Vietnamese society, including that of his parents were either farmers or fishers. While certainly considered respectable trades, they were unfortunately severely underpaid positions that left the working class in impoverished conditions. It is here where our story begins... the story of how impoverished conditions that once kept a society downtrodden beneath its burdensome rule became a catalyst that changed the world!



Yet, as a credit to the Vietnamese culture, they literally changed the outcome, the legacy and the destiny of an entire generation through positioning themselves to be sought after individuals, of the highest caliber of excellence.

Hiep described how this situation nearly left his entire generation of children destined to experience this same, impoverished lifestyle- where the work was difficult and the conditions were far less than favorable. Unless something changed, things would continue just as before.

It began with the parents, who had grown tired of their situation and willing to do whatever they could to ensure their children would not endure the same hardship as they had endured. These heroic Vietnamese parents would daily engrain into their children the importance of school and the need to excel in their studies. This visionary fire spread from household to household, village to village, so that an entire generation of Vietnamese youth raised in less-than-favorable conditions began to excel. They were literally – an entire generation bred for success.

As Hiep would later describe, “In our culture, school was not something we did out of force or habit. When we attended class, studied our homework and took our exams, we were driven to excel and ace every test because to do anything less would be a major letdown to our parents and a shame to the family name. To fail in



school was to fail in life, to fail my family and to fail my entire generation.”



Those wise, Vietnamese parents, who may have been fishers and farmers, obviously had an insight into something much bigger and more grandiose than they ever could have possibly imagined. The concept of changing a society through changing a family takes on newfound significance. These visionaries literally changed Vietnamese society into the competitive, educated and technically advanced society it has grown to become. Hiep described that there

were upwards of 30,000 children of his generation who had all come from his village- and who have went on to become doctors, scientists, or engineers in a variety of disciplines.

The phenomenon even caught public interest and earned acclaimed recognition: *“Many Vietnamese parents pressure their children to excel in school and to enter professional fields such as science, medicine, or engineering because the parents feel insecurity stemming from their chaotic past and view education as the only ticket to a better life. Vietnam's traditionally Confucianist society values education and learning, contributing to success among Vietnamese Americans. Many have worked their way up from menial labor to have their second-generation children attend universities and become successful.”*<sup>19</sup>



When we consider the implications that an entire generation and thereby, the society and culture itself was literally transformed into the sought after professionals the Vietnamese have become today, the

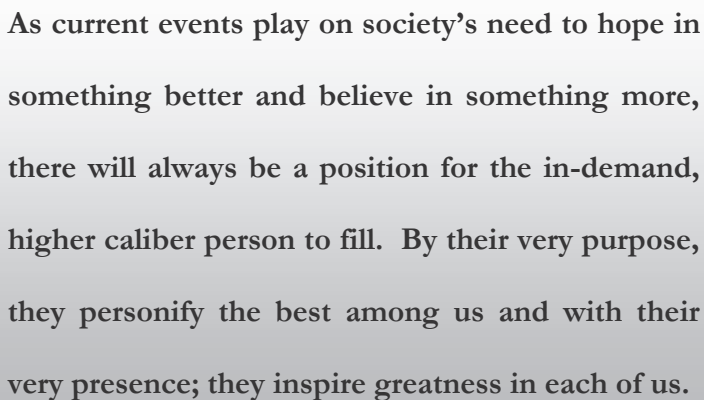
subject of being in high-demand should warrant our attention. Their entire generation was purposefully and intentionally bred for success. They refused to settle for status quo or to use impoverished conditions as an excuse to fail in life. Success in life was not some intangible dream; it was standard protocol. To succeed was their ONLY alternative and they sought after this ideal diligently until their lives, their world and eventually their culture conformed to the reality of their choice.

As a credit to those Vietnamese Americans who have made the most of their lives and thus made a nation proud, their successes as highly sought after, in-demand professionals is indeed worthy of merit. Their daily contributions to society are a testament to us all of what can be achieved when we set our minds and our might toward success.

***Harness your Hero Power: Create the dream life of your choosing:***

We can literally create and re-create the dream life of our choosing by becoming persons of significance, worth and demand. In so doing, we can become society's heroes by helping to usher in improved conditions for everyone within our circle of influence.

For it is the in-demand person's natural proclivity to operate outside of society's accepted norms and to push the envelope toward new ideas that makes their contribution an integral part of our progress. It is after all, society's own need to identify with a kind of hero who embodies their ideals and inspires their loftiest aspirations that fuels the in-demand person's influential flame!



As current events play on society's need to hope in something better and believe in something more, there will always be a position for the in-demand, higher caliber person to fill. By their very purpose, they personify the best among us and with their very presence; they inspire greatness in each of us.

## Chapter 3

### The Need Factor, the Demand Equation

*Determine your own destiny by firstly creating your own opportunity.”  
Darren Bocksnick*



***Discover the need, create the demand:***

**T**o be in-demand, we must create the need for what we have to offer and in so doing, demonstrate our merit in social circles. This simple concept has been the source of inspiration behind countless product inventions and job creations. Discovering the need, creating the demand and filling both need and demand with innovative product offerings are the cornerstones of any business. As such, they present an ideal model to pattern after in our quest for personal development. For, just what if, we can both discover the need and fill the demand; how significant would we become to the world within our reach?

As we consider this, filling the need and creating the demand are only made possible by firstly, discovering what is needed. This is a relatively easy challenge for where there are people, there are always needs to be met. In terms of making our mark on society and leaving a legacy behind for others to follow, it is crucial to weigh the significance of each need and determine when and where we can be the most effective.

***Hero Tactics: Weigh the significance of the need:***

For example, it is practically inevitable that we will encounter those who will invariably have a financial need of some form or fashion. While these are important needs to fill and worthy of our consideration, it is often the deeper issue in need of discovery that once addressed, resolves both, the greater issue at hand and the surface need on outward display.



Street peddlers always display the surface need in very tangible fashion in the form of “help” signs, hands held out in a receiving gesture and of course, their unfortunate and unkempt appearance in which they often can be found. While addressing the surface need through the

giving of money, food, and clothing does indeed, satisfy their outer need, there is still a greater issue at stake.

A homeless advocate organization in New York City instructs: *"The best way to help someone is not to give money –but to provide information."*<sup>20</sup> The process involved in getting them off the street and to amalgamate back into society where they can contribute and belong is the real need beneath the surface. Resolving the greater issue at stake also overcomes the surface need. For in the process of assimilating back into society, they have the opportunity to work and thereby, earn a wage from which their food and sustenance needs are met.



Thus, to weigh to the significance of the need firstly and to act accordingly determines the measure of your effectiveness and overall, opportunity to have a lasting impact. In-demand individuals are often equipped with the necessary tools to bring about positive outcomes in most situations. It is because of their willingness to make themselves available that opportunities for such needs arise and thereby, warrant their actions to utilize the tools they've been given. It then becomes no longer a matter of determining the need but rather of taking the necessary actions to remedy and resolve the need at hand with the appropriate action steps.

The statement above has quite possibly triggered memories of circumstances that transpired or situations you found yourself in where there was a pressing, worthy need that warranted your attention. Whatever course of action you took then, will ever serve as a reminder of what to do going forward.

***Proving ground and playground:***

Why all this discussion on need? The answer is simple: the proving ground of the need is the playground in which the in-demand, higher caliber person can truly shine and convey his/her worth to society. Many great, philanthropic endeavors of historical significance<sup>21</sup>

have been wrought through discovering society's most prevalent needs and then remedying those needs with the proper actions and responses. Some of the finest leaders who've shaped world history were ordinary men and women who discovered a need, then set events in motion to satisfy the need and thus, change the outcome.

***When in-demand, you're in charge:***

Though human nature is often simplistic in its somewhat sheepish

tendency to follow

new trends and

charismatic

personalities without

consideration or regard,

this also represents a

prime opportunity for the

in-demand, person to

take charge. Thus, the

circumstances can be at

their most dire and the

needs can be in a

heightened state of

emergency but when the

in-demand person begins

to act; others recognize

those upon whom the

mantle of leadership is

awarded and likewise,

follow accordingly.

When the in-demand, higher  
caliber person takes charge,

others take notice.

Remember, it is not the chaos

and clamor of war that arrests

the attention of the troops; it

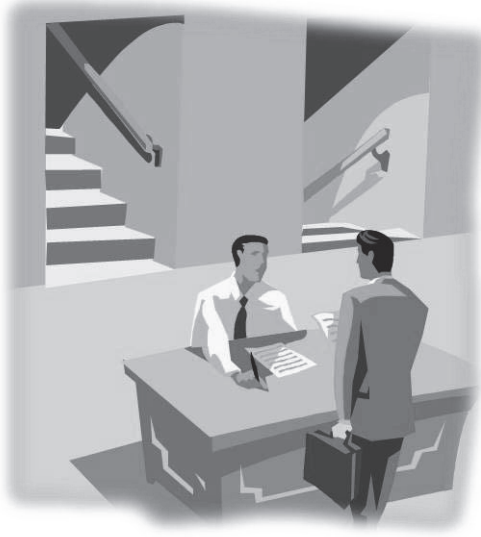
is rather the distinctive sound

of the trumpet and the

bellowing battle cry that rallies

them to action.

From a purely, leadership perspective there is no greater opportunity to amass a following than to rise to the occasion and overcome the greater needs of the collective group. This is the truest essence of genuine leadership in its most exemplary form. Not only will you have won their hearts through your actions, you will have earned their attention and respect. Subsequently, you will have gained an audience with them along with a platform from which to convey your message.

***Cutthroat world, competitive market:***

The concept of gaining an audience and procuring a platform is also true of a small group setting or within an organization. In today's cutthroat world of corporate re-structuring where your closest co-workers can be vying for your position, the more demand and value you create for yourself, the better chance you have of job retention and eventual, promotion. In this type of

situation, agendas and ulterior motives always come to surface and the wise, hiring manager can easily see through the façade. This then is where the opportunity for the high caliber, in-demand person begins to present itself. The in-demand person's solid track record of past successes, service and a self-less, can-do attitude is brought to light and the rewards soon follow.

<p><b>Higher caliber, in-demand individuals are typically the first ones to merit promotion and the last ones to warrant demotion since they've continually made themselves worthy of their respective roles.</b></p>
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With regards to the highly competitive job market<sup>22</sup> we find ourselves in, many seem to have lost sight of the concept of making him or herself, in-demand. National finance writer and speaker Matt Bell points out: *"Communication skills (especially asking good questions and listening), relationship building, time management, project management, and the various facets of Emotional Intelligence can help keep you in-demand. All of these skills can be honed through the no-and low-cost options mentioned earlier.*

*Other personal habits matter to your career as well – from grooming to your use of social media. Staying physically fit can also make a big difference. Doing so gives you energy and communicates a lot about your discipline, life balance, and self-respect.”<sup>23</sup>*

Those on the opposite end of the career spectrum often succumb to the notion of seeking only to validate their worth. Rather than proactively pursuing every opportunity offered by the company or better yet, making their own opportunities, they end up trying to justify their position as an employee. They cut out early, they perform their jobs in a lackluster manner, they make excuses and they blame their lack of success on external forces rather than accepting responsibility for themselves. These are they who typically fall prey to corporate downsizing. Rather than making themselves more valuable and of more worth to the company that pays their salary, they instead become a deficit to the company- a cost, not a profit or value. Marty Nemko of Kiplinger, the business and finance forecaster site, points out in his article of “How to Avoid Getting Fired”: “Workplaces aren't always meritocracies. Employees who are better liked are often kept on, even if they're less competent at their work.”<sup>24</sup>

***Hero Training: Make yourself an asset:***

Take for example, the higher caliber person: they create their own worth, become an asset and build value wherever he or she may go. For the higher caliber person who's made his/herself valuable and in-demand, opportunities are always present and within reach.

When discussing the concept of creating demand and bringing value to ourselves, one such individual comes to mind who so perfectly embodies this ideal. Terrence Curry is a Tech Analyst for one of the world's largest telecom/wireless service providers. Through countless hours of overtime, continual training, ongoing education, meticulous proficiency and a contagious, “can do” attitude, he has made himself an invaluable component to their daily operations. He has so intricately entwined himself with the company and contributed to its ongoing success by proactively mastering every job in his department- that he is ever in-demand.



If the situation *demand*s an experienced, highly proficient Customer Service Rep, he gladly welcomes the opportunity and excels at it. When there is a need for a top-tier tech support agent where technical savvy, proficiency and patience are a must, he approaches the opportunity like a true professional. On those occasions where a certified, experienced department supervisor is required, he gladly accepts the responsibility and effectively leads his team so that they break records and set new standards. Rather than seeking to validate his worth as an employee or justify his position, Terrence Curry daily makes himself invaluable to *his* company by consistently keeping himself available and in-demand.

***Opportunities abound for the higher caliber person who's in demand:***



As in the example above, promotions, monetary increase and wide-spread respect among peers or administration are common place for the in-demand, higher caliber person. It is important to note that for every job opportunity available, there are countless more qualified candidates than there are open positions to fill.

Often, the most qualified individuals with all the accolades and credentials to back them fail to get the job because of this one pivotal factor in which they lack: they fail to win over the hiring manager or create a demand for themselves. They can be likened to outdated models collecting dust on some forgotten store shelf.

Caroline Ceniza-Levina, a contributor to Forbes and former H.R. Recruiter writes: *"Hands down, employers pick the enthusiastic though less qualified candidate. Desire matters. We want to work with energetic, positive people who want to work with us. What can you do? Show genuine interest."*<sup>25</sup>

***Who would YOU rather hire?***

The greatest outcome a hiring manager can hope to achieve is to find a well-qualified individual whose positive can-do attitude and willingness to work makes him or her- the ideal candidate for the job.

The worst outcome a hiring manager can hope to avoid is to waste time interviewing qualified candidates with poor attitudes or who lack in ambition.

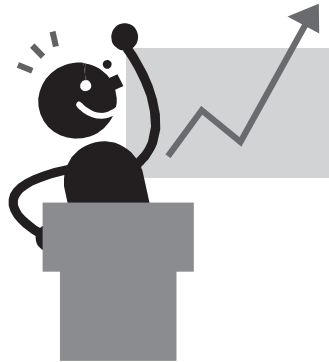
If faced with a choice, the hiring manager would rather hire the unqualified candidate with a positive attitude who is teachable and can be trained over that of the qualified individual who lacks the above.

Hiring managers are not just tasked with filling a position; they are tasked with hiring a new team member who possesses all the qualities that embody the organization as a whole. To accomplish this, the hiring manager must not only assess the qualifications of the candidate; he or she must assess the contributions that the worthy candidate will make to the organization. Therefore, it becomes expedient that the hiring manager measures the candidate's attitude, morale, work ethic and team-player mentality before he or she hires.

Again, it's all about creating demand and finding ways to validate one's worth in the eyes of others that can lead to countless opportunities for the higher caliber individual. Demand equals value, merit and worth in the market place, which are attributes any employer would gladly welcome.

***Who would you buy from?***

It was shared at a national sales training event that researchers conducted a survey in which they in essence asked consumers this question: “would you be more inclined to purchase a product or service from the expert who knows what they are talking about and can answer your questions but who is a little timid in their response or, would you be more inclined to purchase that same product or service from the confident person who doesn’t know the product all that well but who is confident and excited in his/her presentation?”

***The Expert******Who knows the product******Mr. Confident******Who is excited?*****OR**

Those surveyed nearly unanimously agreed they would be more inclined to purchase from the expert, who knows the product inside and out and could answer all of their questions. However, the research indicated otherwise. The actual results of the study gave another story altogether. It revealed that consumers would in truth, purchase from the confident person who doesn’t know the product over that of the expert who is timid in his delivery.

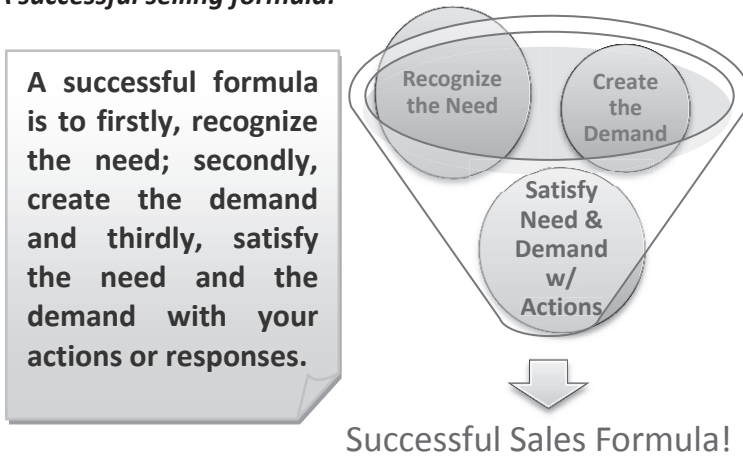
***What makes the sale and why do people make a purchase?***

What then, truly constitutes a sale and motivates people to make a purchase? The answer is simple: The Sales Professional creates both demand and opportunity by the conviction in his delivery and his ability to convey urgency. A worthwhile presentation that necessitates

a response like that of a call to action is not brought to fruition through the conveyance of countless facts and figures.

Rather, it is brought to fruition by one firstly selling his or herself to the consumer and secondly, by selling the consumer on the idea that they have a need. Thirdly, a worthwhile presentation that necessitates a response is brought to fruition by then convincing the consumer that what the salesperson has to offer satisfies the need they presently have. The intended result is that upon this realization, the consumer will act accordingly and likewise, purchase our products or services. This is a prime example of a winning sales transaction.

***A successful selling formula:***



This same successful selling formula is also a proven method to be used in helping you on your quest to become a sought after, in-demand person. Have you shown yourself valuable and in-demand?

Though the language of business is often shrouded behind layers of subtle nuance and complex meaning, the message is usually, much more simple. One must discover the issue, determine the solution and deliver the product or service that resolves the issue with an executable solution. This same principle holds true in matters of influence, leadership and in becoming the in-demand person of whom we describe. If we can make application of these foundational principles from the onset of every successful business venture, we too can rise to the occasion and create a demand for ourselves and our skill-sets.

Welcome the opportunity to showcase your worth

While some may cower in fear when faced with opportunities to showcase their worth, we must rise with confidence and welcome the opportunity unabashedly. If it were merely for self-seeking purposes, the endeavor would be shallow and short-lived. In this regard, those whose intentions never rise above that of their selfish interests will not be able to showcase their talents in the same fashion as he or she whose motives are for the greater good.

To achieve a higher caliber profile in the public's eye, it cannot be forced or coerced into existence. Rather, this in-demand, higher caliber status is earned through sacrifice and awarded through vision that sees beyond any temporal gains of the present. Instead, to achieve this in-demand status, one must envision beyond the temporal to realize the ultimate significance of leaving behind a lasting legacy for others to follow.

***Expand your Hero Status: Let others declare your worth:***

When one is out to make a name for his or herself, it is the individual alone who attests of such accomplishments- whether real or contrived. On the contrary, for high caliber persons, their praises and achievements are heralded far and wide by those whose lives have been positively impacted.

Without actually striving to make a name, higher caliber individuals end up accomplishing that very thing through no intentional effort of their own. Subsequently, their legacy is born on the lips of countless others, though praise and adulation are far removed from the in-demand, higher caliber person's thoughts.

**For with such enigmatic persons, the only “hidden” agenda they keep secret is the practice and preparation they undergo in private to prepare for their defining moment in public.**

While legacy and loyalty among followers seems aligned with the quest of becoming an in-demand leader, these are really only the associated outcomes that result upon reaching such a state. In and of themselves, these outcomes should not be sought after on the merit of their respective worth's. For their true value is found in becoming that in-demand person whose single, underlying purpose is to empower the lives of others.

***Hero Training: Practice in private to be promoted in public:***



Empowering others to rise to their potential is the magnetic pull that points the in-demand person toward his/her true north. For higher caliber persons, their character always outshines their charisma. Their principles take precedent over personality and their mission masters their motives. Higher Caliber, in-demand individuals are defined through imparting definition to people whose lives are devoid of it. They find meaning in helping others find

meaning for themselves. Such traits are common to the person who embodies the higher caliber ideal.

We make the appeal for worthy people to rise to the occasion and become highly valued, sought-after persons. The public eye is ever on the lookout for those who trek their own paths and create the paradigms of their choosing.

***Embrace a philanthropic spirit:***



What society needs is for people to embrace a philanthropic spirit and contribute to the greater good of all. This can be done on a grand scale of epic proportions or it can be done on a small, personal scale- one individual, one worthwhile gesture at a time. Though in this instance, taking on the role of the philanthropist is not for the purpose of making a name for ourselves or by having some plaque inscribed

with our charitable contributions; it is rather for the purpose of uplifting others to become better and to reach higher.

This Philanthropic spirit is so adequately conveyed by Josh Delaney, whom is featured later in this book. In addition to being a dynamic motivational speaker, health consultant, business coach and master marketer, Josh Delaney is also a true Philanthropist at heart. He founded an organization called [www.DoingMyPart.com](http://www.DoingMyPart.com) that brings other, like- minded, charitable people together for the cause of helping enrich and empower the less fortunate around the world through a variety of “missions”.

Now, for as little as \$3 per month, anyone can “do their part” in various philanthropic endeavors around the world. Each mission or project is analyzed, the need is determined and then the plan of action is laid out. Once this is established, members of Doing My Part organize and collaborate to channel the necessary funds required to see the project through until completion. The projects may entail building homes or establishing schools in under-developed countries along with a myriad of other worthy causes in the works. With a plethora of mission projects in the plans and involvement in the vision at an all time high, Josh Delaney is literally, doing his part in being a true philanthropist, who is sought after and in-demand.

This philanthropic spirit encompasses what it means to be a person who is in-demand. Through the process of meeting the needs of others, we create demand for what we have to offer and in so doing; become individuals of merit and value. Our worth and contributions to society as a whole are thereby measured in how well we address and meet the needs of those within our sphere of influence. Meeting such needs as they are presented and overcoming them with life-transforming solutions are the stuff that the true heroes of our day are made of.

With seeming uncertainty on every front, hope and positivity are the only salve that can cure society's fears and lay them to rest. It is the philanthropic person who personifies this ideal whom still permeates this air of uncertainty with the refreshing winds of promise.

Do you possess the right stuff to inspire tales of your heroic acts of benevolence and generosity? Will you be a hero or heroine to your fellow man and lend a helping hand that lifts them to a better place? Be a hero and change your world today!

*What's your degree of influence?*

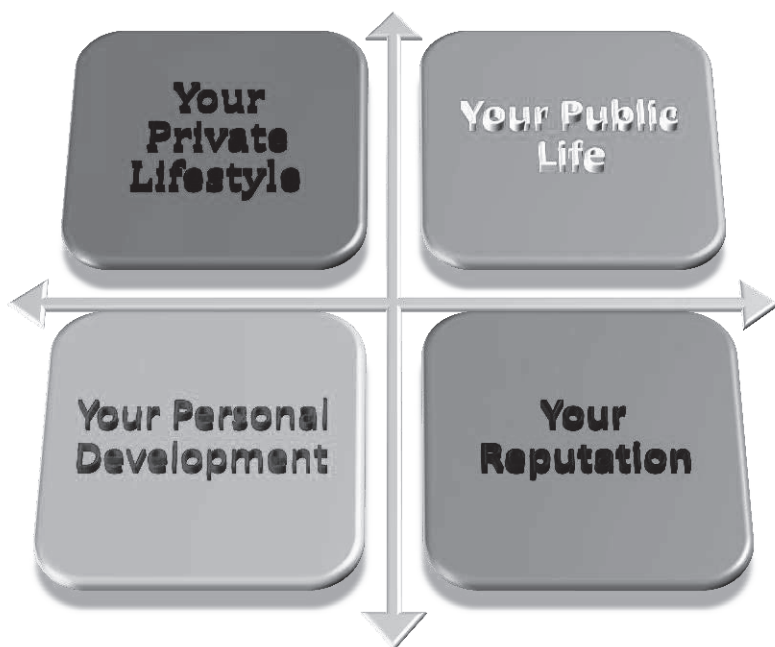




## Chapter 4

### Unfinished Melodies, Unwritten Chapters

*"Your life is an unfinished melody; therefore compose it carefully, arrange it masterfully and perform it beautifully." Darren Bocksnick*



***Your life is an open book:***



ur lives are like the proverbial open book and constantly under the watchful observation of others. As higher caliber persons, we are ever the role model, exemplifying what is superior and excellent in every word we speak and in each

course of action we undertake.

If for any other reason, we should find value in knowing this careful scrutiny keeps us in check and balance. It is much easier to make the right decision when we know there are others watching and who could be impacted either negatively or positively by our actions.



***Hero Trade Secrets: Treasure and safeguard your reputation:***

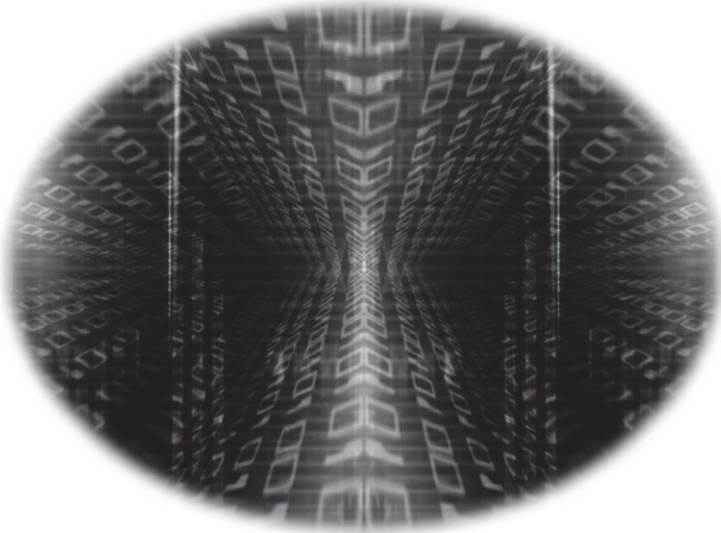
For this matter, the in-demand, higher caliber person must ever be mindful of his/her reputation. This is true in terms of our personal, physical relationships as well as in our online associations and activities. The “I don’t care what anyone thinks” thought process must never become the mindset of a higher caliber person. He or she lives life on a higher plane and as such, should act accordingly.

Reputation alone is much like the garden through which the in-demand, higher caliber person’s legacy stems and grows. Without it, there is no life or substance to their legend and over time, any potential that once lay abundant becomes dormant and they soon lose *favor* among their followers. Our reputation must therefore be nurtured, tended to and guarded. Reputation should be treated as vital as our next breath and as valuable as our most sacred treasure. We must always hold it to the loftiest standard and esteem it with utmost regard. Ultimately, our reputation will either develop our fan-base or disband it.

***Reputation tells your story like nothing else can:***

Nothing will spread our story or share our cause quite like reputation will. The penned writings of reputation carry more weight and cut far deeper than the honed edges of appearance and personality. Never has a word been more clearly articulated than the one formed on the vocal chords of reputation. While appearance and personality are certainly factors to be considered, those leading higher caliber lives place their stakes in possessing a solid reputation that's free of blemish over that of catering to external whims.

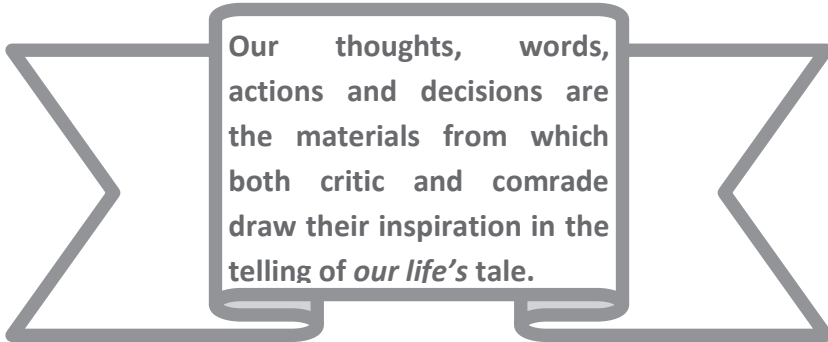
***Your Life's "Code": How is it being written?***



What our reputation says about us is the only "open source" chapter in this evolving story of our lives that is written by not only us, but by others within our circles of influence. *Open Source* is defined in the realm of computer programming as an encoding initiative that is developed in an open and collaborative format. In this format, there are many contributing to the completion of the whole. Both fans and foes are participating in writing the code that represents us to the world around. Whatever they write affects how we are perceived by others and in some cases, how we function.

Where reputation is concerned, we may write the story or code one way but others may choose to write it another way. *They* are helping spread the tale of our lives with either a positive or negative

outcome depending on the message we convey and the manner in which we convey it. Let us therefore make certain the materials made available are of the kind that helps advance our cause of empowering others rather than circumventing or undermining it.



We may not be able to control what is being written but we can control what information and materials are made available to those doing the writing. This makes it possible for us to still have a substantial impact on the outcome of this story we call reputation.

***Reputation: a story worth telling:***

When considering reputation, this example comes to mind. Billy Withers, a successful business owner and local church pastor in Jackson, CA has practically built up both his business and church membership on reputation alone. It all started by him making the hour-long drive from Sacramento to Jackson just to reach out to the local community there. Though still living in Sacramento, he started doing local handyman and appliance repair work in Jackson. In the process of doing so, he became familiar with the community and got to know many of the local business owners.

He quickly became known as a reputable, hard-working man of his word. In a short time, he had grown his network of associates and began to hold church services in a community hall. From there, the membership grew exponentially and he rented an older warehouse building in need of renovation to house the growing flock. Being the handyman that he was, he was able to do the much needed repair work to the building. Soon, others in the community took notice and they too started helping with the remodeling process and even became members of his church.

The completed project far superseded the look of the original building. Since his newly renovated warehouse-church was in a historic, albeit rundown part of town, the building gave that entire town a much needed facelift. Soon, the other business owners were following suit and renovating their dilapidated buildings to come up to par with the church he had so painstakingly chiseled out of the *rough*.

### *New Heights of Success*



Reputation can launch, build and propel our careers to new heights of success, never before attained. As word of Billy's workmanship, honesty and mission spread throughout town, church

membership soared to new, never attained heights. In addition, when community residents found out he was a handyman and had a commercial appliance repair business; it wasn't long until his business was blooming as well.

All of this was directly attributed to the reputation that he had so meticulously, steadily and patiently built up over time. As the life and work of Billy Withers has shown, having a solid reputation that's blameless and spot-free will grow our in-demand status and increase our worth to those within our circle of friends and followers.

The renowned Greek Philosopher said it like this: *"The way to gain a good reputation is to endeavor to be what you desire to appear."* -Socrates-<sup>26</sup> As profound and as practical as his timeless words still are even now, it shouldn't take a philosopher to recognize the validity of maintaining a good reputation. With a reputation that's without reproach, we elevate our lives to a position of power and influence that knows no bounds. The summits of success we hope to one day ascend are directly attributed to the paths that our reputation has trodden.

***Self-Realization:***

To assure their reputation remains intact, in-demand, higher caliber individuals must possess a strong sense of self-realization. He or she knows they are vital components to a much larger, more significant cause at work in the world. They should heed the words of their inner muse that beckons them to believe beyond any doubt that they are indeed, destined for greatness. They should be confident in knowing they are empowered to reach their higher purpose.

With a fixed foundation to steady them and a lofty set of ideals to move them, anything worthwhile, noble and of merit can be accomplished by the higher caliber person who realizes his or her inherent potential.

This innate self-realization must be fixed like the compass drawn to

true north, undeterred by interference or change. It is this resolute, self-realization that shapes the higher caliber person's worldview and formulates his or her ideals. These ideals drive them to action while a proper worldview keeps them grounded.

***Hero Techniques: Examine introspectively through objectivity:***

Self realization allows the high caliber, in-demand individual to examine introspectively through the lens of objectivity. He or she is able to see beyond themselves by firstly, looking within themselves. This rare quality is an essential trait in the detection and subsequent, disavowing of selfish agendas and ulterior motives. The higher caliber person is he or she who is free of such menial things. When agendas are laid bare and ulterior motives are stripped of their cause, all that remains is the purest essence of true character; one that is clothed with integrity and dressed in dignity.

## *The Higher Path*



To be someone who is valued and highly sought after carries with it a responsibility of epic proportions. Those loyal to the cause of these in-demand persons often lay their hopes at the feet of these iconic individuals who seem to embody all their life's ambitions. The notion to abuse such *power* with people is a temptation the higher caliber person must daily contend with and conquer. Rather, he or she must walk the higher path where only the worthy among us dare trod. The higher path for the in-demand person is one of humility, since this esteemed status is a gift to be used for the betterment of society through empowering individuals to become.

### ***Hero Training: Assess others through firstly assessing one's self:***

To the in-demand person who's mastered the art and science of self-realization, he or she is also quite adept at assessing where others are positioned on the measuring scale. Since building and nurturing relationships are the cornerstones to the in-demand person's purpose, the ability to quickly assess someone's status and formulate a plan of approach is beneficial. Self-realization makes this possible not through necessarily knowing the other individual but through knowing oneself.

When we know ourselves: the idiosyncrasies, our strengths or areas in need of improvement, we open ourselves up to positive, life-

impacting changes to occur. It is through this act of self-review that we become better equipped to overcome our “weaknesses” and in so doing, empower others to do the same.

## **Glean inwardly through gazing outwardly**

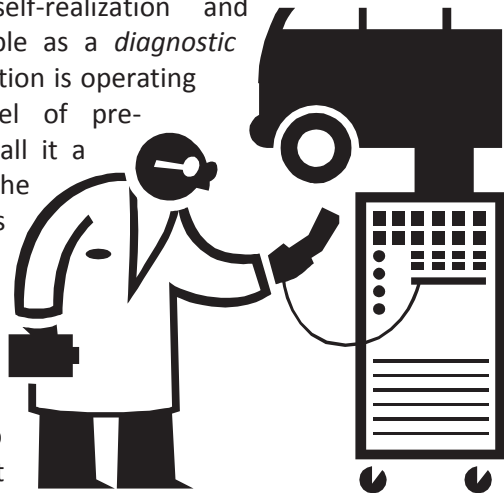
The bloodstream of humanity still flows through our being, thus making our individuality the result of a compilation of countless, contributing persons. We all share much of the same challenges and conquests, setbacks and successes, each building on the other to create the total human experience. The higher caliber individual uses the skills of introspection and self-realization as a catalyst to acquire this wealth of accumulated knowledge.

Through introspection and self-realization, we are able to glean as much by looking inwardly as we are by looking outwardly. Equipped with such knowledge, the high caliber, in-demand individual is able to quickly implement ideal solutions to common, life experiences shared by all. This is the mindset we should master.

### ***Self-realization- the reputation check list:***

*Have you run a reputation diagnosis lately?*

Honing the craft of self-realization and introspection is also valuable as a *diagnostic* tool for ensuring our reputation is operating within a manageable level of pre-determined tolerances. Call it a *system check* if you will. The pre-determined tolerances are the allotted norms we deem as acceptable in relation to our code of conduct and behavioral patterns. When used properly, they enable us to monitor our thought patterns, communication



and actions to ensure we are not operating outside the boundaries



we've set for ourselves. In doing so, we are empowered to quickly make the necessary adjustments or course corrections to get back on the track of progress.

***Hero Truths - Reputation: The skeletal framework for success:***

Self-realization and introspection comprise the skeletal framework through which our reputation takes form. Once this framework is in place, our reputation can then begin to be built; one word, one action and one decision at a time. Like flesh and sinew are to bone, the manner in which we conduct ourselves and the standards we hold ourselves accountable to are an inseparable part of our reputation. Learning to excel in these areas will ensure our reputation is blameless.



***Pivotal, prominent, primary and priority:***

For the high caliber, in-demand person, reputation is part of the

Though it is common place for people to identify with a hero of sorts who embodies their ideals, it is even less common for that iconic figure to hold a spotless reputation with which others can aspire towards. Once reputation is without reproach, it does more than elevate people to a respectable position. It also *brings them back to earth* again and presents them favorably, in an approachable light.

appeal that draws others in. In this respect, reputation is not some secondary notion or whimsical choice; it is primary and priority to the higher caliber, in-demand person. Reputation alone draws or repels like nothing else and therefore, must be appealing and attractive enough to allure the right kind of audience.

When reputation is valued and regarded in its pivotal, prominent place, we will experience first-hand the power it possesses with people.

Self-realization makes having a sound reputation, feasible and possible.

***Hero Tip: Extend your reach, grow your influence:***

Once self-realization is allowed to run its due course, it is almost certain that the higher caliber person's reach and influence will grow to an undeniable, in-demand status. As it does, this places him or her in a very favorable position where numerous opportunities ever abound. People want to believe in something but they would rather believe in something that's credible, with a proven track record of soundness and stability. Reputation and self-realization sketches this developing scenario as nothing else could ever do!

Sought after individuals whose reputations precede them will always have an audience. They take on an almost, spectacle-like quality so that just a glance of them in action leaves an indelible mark. To share a moment's audience with them is both rewarding and fulfilling. Such a privilege is welcomed by those loyal to the in-demand, higher caliber person's cause. To them, to associate with such an esteemed person, to partake of his or her purpose and be caught up in such a person's powerful influence is a priceless reward that a lifetime of loyalty can scarce repay...

***Personal Development:***



One of the crowning diadems of in-demand individuals is their quest for personal development. They, above most others, realize the reach of their influence will only extend as far as the reach of their ongoing development. Personal development helps fortify character and build the leadership qualities required to be a positive influence on people's lives.

Therefore, great strides must be taken to ensure you, as an individual of a higher caliber status- are perfecting the art of personal development and honing in on your craft. <sup>27</sup>Brian Tracy spoke it like this: *"If you wish to achieve worthwhile things in your personal and career life, you must become a worthwhile person in your own self-development."*

***Hero Training: Be careful of associations and mindful of commitments:***

People of influence and demand have certain characteristics in common. They are careful of their associations and mindful of their commitments. The taint of wrong associations can overshadow the shining effort of a higher caliber person's actions. Rightful associations; however, can often propel higher caliber people toward the next phase of success in their lives.

Overly committing oneself to one too many good deeds or rightful causes can also just as easily undermine the effectiveness of one's intentions. He or she must find balance within these arenas to maintain their standing amongst peers as the champions they truly are.

***Maximize Your Moments and Optimize Your Opportunities:***

Persons of influence and demand also maximize every moment and optimize each opportunity. They seek to make every minute count for something meaningful and worthwhile. Such high caliber persons of influence seek out occasions in which they can rise and affect positive change in the world. Often these occasions are shadowed in obscurity or go unnoticed by the public eye. To them, the size of the audience matters little; only the size of the opportunity for him or her to serve, to be useful and bring about beneficial change to others.

The ways in which we can maximize every moment and optimize each opportunity to affect positive change include:

- Proactively inquiring about another's welfare or status and being a good listener
- Making it a point to speak positive, influential words to others
- Lending a helping hand when necessary, even without being asked
- Giving of one's time, efforts and resources to help empower others
- Seeking out opportunities to serve, get involved or show support for a worthy cause
- Taking the "higher road" in potentially negative situations
- Making a stand for a worthy cause even when it is not the popular thing to do
- Defending the less fortunate, down-trodden or the cast-away
- Righting the wrongs of a group even though personally not involved in wrong-doing
- Holding to a higher standard and not giving sway to "situation ethics"
- Staying true and honest to oneself even to one's own hurt

Personal Development can take on many forms and involve a variety of techniques but the end result is always the same: the individual improves over time and is therefore, qualified to lead. To become a higher caliber person who is in-demand, personal development must be tried and tested until perfected.

***No shortcuts, no detours:***

There can be no short-cuts or detours on the journey toward personal development. It cannot be cheapened, lessened or relegated to an action of menial significance. We become better and those whose lives we interact with and touch are in turn made better because we

firstly embarked upon the journey and set the right precedent in motion.

***Hero Trademarks: Wrought with accomplishment, laden with achievements:***



The higher caliber person's showcase of personal development should be wrought with accomplishments and laden with achievements. He or she would do well to have a few trophies stored up on a shelf of success somewhere for the purpose of validating leadership qualities but not for reasons of boasting about one's abilities. Such individuals are able to achieve this status because he or she is much sought after by those whose lives they've helped improve. Yet, people will only follow

someone who has something worthwhile to offer and who can validate any claims with tangible proof. The most convincing form of tangible proof is a track record of successes that are both documented and publicized by those whose lives have been positively influenced.



***A Track Record of Successes***

***Greatness or mediocrity, separated only by our degree of personal development:***

There are several facets of personal development we will explore here. To those individuals engaged in some form of personal development, they can expect to accomplish more, achieve greater and reach higher. Often, the only factor separating the degree of achievement and excellence between one individual and another is his or hers' level of personal development. In the motivation film: "212: The Extra Degree", the producers show forth the power and the difference that one degree

can make in accomplishing one’s goals.<sup>28</sup> In this we can deduct that the greater one’s degree of commitment to personal development is, the greater that one’s level of accomplishment shall be. **For in the seeming, lowliness of personal development is the highest good achieved and the greatest work accomplished.**

*Hero Techniques: Planning and planting for a life of harvest:*

	<p><b>The heights of achievement we hope to attain are directly attributed to the depths of personal development we opt to undergo.</b></p>

The discipline of personal development is much like the proverbial farmer who tills, sows and fertilizes the field upon which he places the hopes of a fruitful harvest. With the hopes of an abundant harvest inspiring him forward, he pushes past the intensive labor, restless nights and wearisome fatigue knowing one day, his

time will come. In that instance, all the sorrows and sacrifices of by gone days will be swallowed up in a moment- the moment of truth when his harvest comes to fruition.

As it is in the analogy above, so it is in life. The degree of toil and effort we put forth in the tilling of our personal development *fields*, so shall it determine the level of harvest we yield in fruitfulness and abundance. There can be no monetary value placed on the infinite worth of personal development.

*Hero Training: Ever the life-long student:*

As higher caliber people, we must develop the mindset of being a life-long student, ever learning and always moving forward. Once we’ve learned the art of followership, we can then move forward in leadership. When we learn the skill of communication, we then can move forward in building relationships. After we’ve mastered the

discipline of learning how to give, we can then move forward with accepting what we are given.



The life-long student is always teachable and hungry to learn. To such an individual, every source from which information in its various forms is disseminated is worthy of consideration and careful scrutiny. Hence, the quest itself of seeking to acquire knowledge about a given subject always holds precedent, regardless of the source from which it is derived. To the high caliber, in-demand individual, he or

she welcomes the challenge of extracting every ounce of data from a source until it has run dry and only truth in its purest form remains. Their insatiable thirst for knowledge is a foundational cornerstone upon which their framework of personal development is constructed.

Having established that, here are some strategies for establishing and promoting personal development in your life. Incorporating the principles listed herein will help improve your life conditions and empower you to reach new, undiscovered heights of achievement in the days to come.

### ***Hero Tools: Strategies for Personal Development:***

- Be an avid reader and always keep motivational or educational books handy
- Be teachable- open to suggestions, feedback and criticism
- Be a *people person* who constantly interacts and engages others in conversation
- Be success-minded and constantly seek out other success-minded individuals

- Be healthy and exemplify a *better way* of living by being your best in all things
- Be a visionary and always see beyond the *here and now* to envision what is yet to come.
- Be grateful and have a thankful attitude as it will always lift your state of mind
- Be mindful of others' thoughts and feelings and learn to be empathetic
- Be open-minded to new ideas and paradigms while still maintaining your core beliefs
- Be patient with yourself and others for in doing so, you learn the art of leadership
- Be creative and always find a medium through which to express your *inner artist*
- Be interesting and discover new ways to hold an audience sway
- Be focused on a single objective, goal or task and see it through to completion
- Be an influencer and seek out the good in every situation then lead others accordingly
- Be disciplined and adhere to a code of ideals as well as live by a higher standard
- Be connected to a greater cause, a higher good and a worthy undertaking
- Be spiritual, realizing we must look inside ourselves in order to improve ourselves
- Be a role model, mindful that at any given moment someone could be looking up to you
- Be innovative, full of new ideas and always in a state of *kaizen* or constant improvement
- Be informed and kept up-to-date with current events to be relevant to your audience
- Be dynamic and strive to do things at a higher level than your predecessors

Making application of these strategies is the key toward fulfilling your quest in becoming a higher caliber person of demand and worth. To separate oneself from the masses and to be unique, one must exhibit those attributes that define greatness and he or she must



pursue excellence on every level. Higher Caliber people of demand and worth do not ride on the momentum of their predecessors' past achievements; rather, they generate their own waves and in so doing, allow themselves to be carried to the unspoiled shores of success.

The hero's tale is never fully told. As a line is to a page and a page is to a chapter, it is ever being written with each good deed and each notable act of merit performed. How is your hero's tale being written? Be the professional hero that society has beckoned you to become!

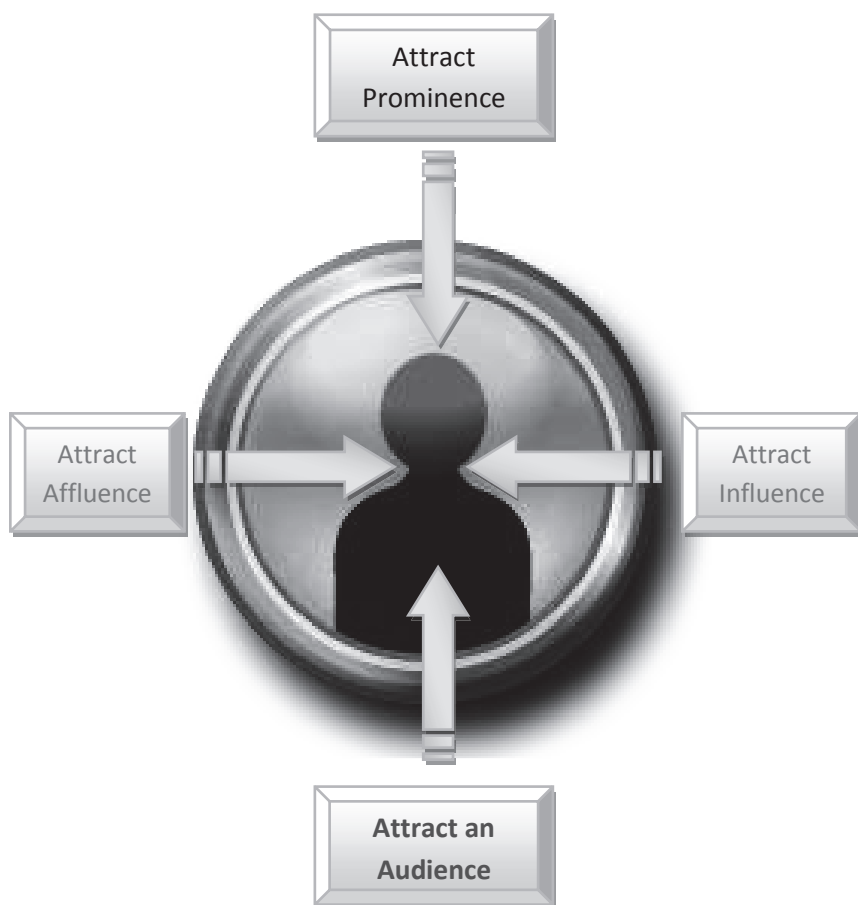
*Make some waves then ride!*



## Chapter 5

### Decoding a Cultural Phenomenon

*"Believe it inwardly and you'll manifest it outwardly; speak it privately and you'll experience it openly; project it fully then enjoy it abundantly." Darren Bocksnick*



***Decoding a cultural phenomenon:***

**A** Subject that has become the iconic cultural phenomenon of our day is the Law of Attraction. Gaining momentum with several world-wide best sellers on the subject, the law of attraction has created new social paradigms that have impacted society in countless, positive ways. The lessons often covered in books exploring the law of attraction are designed to teach students the principles on how to tap into this pre-existent law. They are meant to encourage the students to replicate the time-tested principles and make application of them into their everyday lives.

These principles are at times referred to as a state to aspire towards, a destiny to reach or an ideal to achieve. Seekers and practitioners of this law must change certain behavioral patterns, thought sequences and communication habits in order to reap the rewards of the Law. As these changes are implemented, innumerable “blessings” and benefits often follow.

## **Embody the law, become the law**

Without adding to or taking away from these infallible principles, this author would like to propose another perspective on the matter of the Law of Attraction. Perhaps, seeking to embody the law of attraction and actually become what the law of attraction represents is the ultimate culmination of one’s personal quest for making application of its principles. In other words, rather than merely seeking to “obey” the law, we embody the law; we become the law. In so doing, all the rewards and benefits that typically follow simple obedience to the law are made manifest in an exponential manner since now, the law has taken up residence in our lives, our words and actions. To embody the Law of Attraction is the telling of our life’s tale.

One writer stated it like this: *“There is no right or wrong way to tell your improved story. It can be about your past, present, or future experiences. The only criterion that is important is that you be conscious of your intent to tell a better-feeling, improved version of your story. Telling many good-feeling short stories throughout your day will change*

*your point of attraction. Just remember that the story you tell is the basis of your life. So tell it the way you want it to be.*"<sup>29</sup> – Abraham

### ***Open Door of Opportunity***

So, now the question is certain to follow: how does one embody and become the Law of Attraction? The answer is far less profound than we may be expecting. We embody and become the Law of Attraction by making ourselves worthwhile and in- demand. Positioning ourselves in such a way so that prosperity, opportunities and possibilities are open to us and occur on a routine basis is the Law of Attraction in action.



However, when we can personify the prosperity that others seek for themselves, we embody the characteristics of the Law of Attraction in action. In doing so, not only will we reap the benefits of the Law for ourselves but we make it possible so that those around us reap the rewards as well.

### ***Hero Trade Secrets: The reciprocal effect:***

All those who seek and aspire towards personal development will enjoy greater abundance as they strive to embody the Law of Attraction in its entirety and essence. The higher caliber individual who makes personal development his or her life's ambition, become the Law of Attraction for in their thoughts, words and actions they emanate and attract it to themselves. Thus, whatever signal, vibe and message they give off is reciprocated back to them in an often, manifold manner. It is therefore, more beneficial to *be* the law, rather than simply seeking to abide by its principles. The question then remains, are you merely seeking to apply the Law of Attraction or to embody and become it?

***Kings and kingdoms- history's supreme example of the Law of Attraction:***

Those intriguing tales of kings, royal families and nobility never cease to captivate and draw us into their world. In their fairytale-like lives, they seem to exemplify the Law of Attraction perhaps like nothing



else could ever quite convey. We are often fascinated by the power of their rule and the lavish manner in which they lived their lives. While history is certainly replete with the accounts of those who ruled corruptly or tyrannically, there were those who still ruled with honor and justice.

Delving into this subject is not intended for the purpose of providing the details surrounding these just kings and their honorable rule; it is meant for the purpose of describing how they embodied the “law” of their day. They embodied the law of the land. Their rule was supreme and their word was final. Those kings, who fully understood their place, utilized this power and wielded it with the full weight to which it had been bestowed upon them.

Their lives bore an aura of confidence and emanated royalty in their demeanor, their character, their conduct and in their dealings with others. When they displayed public favor or displeasure; it was emphatic and understood. The nod of their brow or wave of their hand determined fate and destiny itself.

***Hero Truths: Authority, not just inherited but assumed:***

However, kingly authority was far more than merely inherited; it was assumed with the full backing of centuries' worth of molding and rearing into the royal image. Children born to royalty walked through life with an almost, divine sense of purpose. They were tutored by the finest instructors in the land in all manner of subjects spanning from science to music and from law to literature. Yet, the most important, most crucial lesson the royal children were taught from the moment they awoke to the instant they lay to rest at night was that they were royalty, they were nobility and THEY were the law.



***The rationale of royalty, the notion of nobility:***

At this juncture, I realize the tendency would be to argue that royal families knew no hardship, for their lives were surrounded by servants, palaces and all the comforts that such opulence affords. While this point is certainly valid and not to be dismissed, it is the rationale of royalty and the notion of nobility to which they were raised that this author seeks to convey, not the former.

**Children of royalty  
*assumed* it was  
their God-given  
mandate to  
expand the  
kingdom with a  
medieval sense of  
Manifest Destiny.**

***A medieval sense of Manifest Destiny:***

Royal children lived royally because it was in their blood to do so and they were taught to embrace and *embody* this ideal. Whether we interpret this in the positive or negative sense is up to us but royal children were raised to

conquer. They embodied the ideal that they were destined for greatness, in whatever capacity it might come. To this end, their thoughts, words and actions were often formulated and subsequently, executed with the notion that some higher form of glory would be granted.

***Hero Thought: With royal inheritance comes privilege:***

It is necessary and not surprising to point out that not all who were born of royal blood were afforded the privileges of a royal inheritance. Many were made to earn their rights to royalty. Though they were raised to believe they were born to inherit, there was often some great test, an initiation of sorts they were required to pass before they could be considered worthy of their royal inheritance.



To some, this test might be in the form of the conquering of some distant army or the subjugation of an enemy king. To others, the initiation process might be in the performing of some heroic act of bravery like retrieving something of value from the enemy. Still to some, this test of one's worthiness could

be of a much nobler sort, like in the exhibiting of sound judgment or the displaying of mercy to those undeserving of such. Whether granted by royal association or merited by noble action, one factor remains constant: those who were of royal lineage lived as if the world belonged to them and rightfully so; it did. In their world and in their minds, all things were possible and everything was within reach.

Wowing crowds and wooing an audience were common characteristics of those upon whom royal favor had shined. If the royal candidate were a prince, then young maidens would ready themselves for at any given moment, the prince could call on them to wed. If the

candidate were a princess, then young men would seek her favor through daring exploits and bravado knowing that if he caught her eye, he could win her heart and thus, a place in her court.

***Hero Trademarks: Access to the treasures of the kingdom:***



Those bearing the royal seal had access to all the treasures of the kingdom. More to the point, all the treasures of the kingdom were made, built, designed, crafted and prepared just for royalty. In fact, the only purpose of the kingdom's treasures was to please the king and finance his interests.

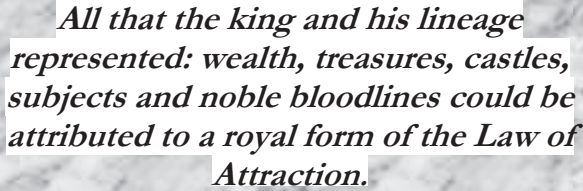
It could thus be stated that the treasures were drawn and attracted to the king, for they were an inseparable part of his court and storehouse. Where the king went, his treasures often went or were at least under constant guard. The treasures represented the accumulated wealth of the kingdom and were therefore, prized and protected as such.

***Hero Truths: The life of a king- a life filled with attraction:***

Adorning the king and his royal court with gifts and adornments were common place, for they were expected, even demanded of his subjects and visiting dignitaries. It was considered an honor and a respectful gesture to offer the king or his royal court something valuable and cherished.

When the king traveled throughout his domain, he often attracted the homage of his loyal subjects. When the king and his family visited neighboring lands as an honored guest, he attracted the finest of treasures and offerings from his benevolent host.





*All that the king and his lineage represented: wealth, treasures, castles, subjects and noble bloodlines could be attributed to a royal form of the Law of Attraction.*

All that the king and his lineage represented: wealth, treasures, castles, subjects and noble bloodlines could be attributed to some royal form of the Law of Attraction in action. Though noble bloodlines were sealed so that only nobility would inherit the throne, there are still accounts<sup>30</sup> where favor, not family and service, rather than sanction – elevated those worthy few to a royal heritage. In other words, they positioned themselves to attract royalty though they were never meant to inherit it!

The Law of Attraction was at work even then, leaving its mark and displaying its handiwork in the seeming, fairytale lives of royal families from ages' past. Everything about the king and his royal family was about display. The way in which they dressed in the costliest attire and the way in which they walked and conducted themselves in the noblest manner was centered on displaying the glory and grandeur of the king's reign at its finest. Often, the performing arts, architecture and education blossomed under royal reign for in their very essence, they represented the prosperity of the kingdom.

***Hero Treasures: The world of the worthy and the wealthy:***

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**We now understand why the Law of Attraction worked for them because they were taught early on that they were worthy of only the finest that life could offer. Under the monarchical rule of royalty, the Law of Attraction gained newfound strength for royalty was reared to believe and embrace its precepts early on. They believed that life was meant to be fully lived, that wealth was meant to be truly enjoyed and that anything they set out to accomplish was surely theirs for the achieving. Kings and royalty embodied all that the Law of Attraction represented. As such, they are the ideal model by which to pattern our own lives after.**

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Transporting us back now from the medieval to the modern, how do we embrace and make application of this monarchical model of the Law of Attraction? We can't go strutting around and barking out orders as if we were kings. Nor can we exhibit a sense of entitlement as if everyone owed us something for we would soon warrant disfavor among those within our sphere of influence. Just how then, can we put this royal Law of Attraction to work for ourselves in this modern day and age in which we live?

## Adopt a royal-like mindset

The answer is as simple as it is profound. We embrace a royal-like mindset and then embody the revelation that we too are worthy of all that life has to offer. Once we embrace this simple yet powerful truth, we prepare and position ourselves to receive life's abundant rewards. As we embody the revelation of just who we really are, others will be drawn and attracted to our side. People are always willing to follow those who know where they are going. Adopting this royal-like mindset to fully accept and believe that we are ordained with an almost, divine sense of destiny will likewise; allow the Law of Attraction to operate freely in our lives.

### ***Hero Techniques: Be endowed with a sense of destiny:***

Those endowed with this sense of destiny are certain to attract an audience, for others will observe the royal-like aura upon them. We too must think and act as if we truly are worthy and to carry ourselves accordingly. When royalty walks through the door, others make room for him or her to pass freely. By-standers and observers are stricken with awe and will do everything within their ability to appease and satisfy their distinguished guest, for royalty has entered the room.



Imagine if we could carry ourselves in such a way that people would step aside as we entered the room and make way for us to move freely about? Just what would it be like to be adorned by fans that would bestow upon us gifts and grant us their loyalty and friendship? How would it feel to be honored everywhere you went and to be afforded all the privileges as a distinguished guest? Consider for a moment, just how much you would enjoy the wealth associated with royalty and to have all the finer things of life daily within your grasp?

***Hero Trade Secrets: "Embody the ideal; unleash the potential:***

This should not be some distant dream or far-off fantasy; this should be our mindset! We are worthy of all the blessings of an abundant life and we are divinely ordained for greatness! As royalty, we were never meant for poverty or powerlessness. So, if these things are running rampant in our lives, only we can change our circumstances. We are well-equipped to invite favor, blessing and abundance into our lives, if only we choose to embrace it as our own.

This is embodying the Law of Attraction in action!

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Embracing a royal-like mindset allows the Law of Attraction to perform its finest work: attracting all that is prosperous and victorious into our lives!

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Embracing a royal-like mindset allows the Law of Attraction to perform its finest work: attracting all that is prosperous and victorious into our lives! Embodying this ideal *is* embodying the Law of Attraction within and thus, unleashing its full potential into our lives. This is the ultimate form of fully becoming an in-demand person of significance and worth!

This royal-like mindset is likewise, the mindset and thought pattern that true heroes embrace. It is a higher way of thinking that opens up new frontiers of possibility, where generosity and creativity can roam free, without inhibition or reservation. These higher ideals are the sustenance that fuels today's professional heroes to accomplish their greatest works.

Unleash the hero within and allow these higher ideals and noble deeds to guide your actions. You will long be remembered for the life-transforming contributions you've made and the world-changing contributions you've left behind!

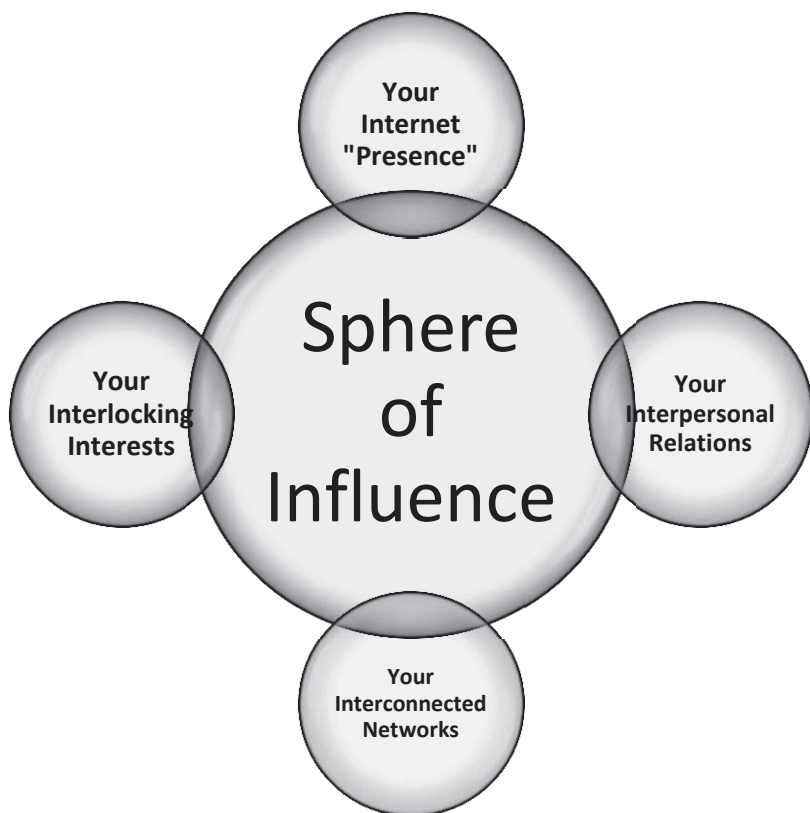
*"Let a person radically alter his thoughts, and he will be astonished at the rapid transformation it will effect in the material conditions of his life." – Napoleon Hill<sup>31</sup>*



## Chapter 6

### The “Viral Effect”

*“Exert yourself wholly, exhaust yourself empty, exist your life fully”  
Darren Bocksnick*



***From a negative definition, comes a positive connotation:***

**I**t is interesting to note that one of the newfound, *million dollar* buzzwords that has sprung into the forefront of public prominence and cultural significance is “viral”. Drawing its meaning from something as troubling as the spread of a virus, the word viral takes this otherwise, negative connotation and makes something positive of it. When something or someone for that matter *goes viral*, it’s like the proverbial breaking of the sound barrier or exceeding the height envelope of orbit for an earth-based craft.



Going viral is what occurs when a person’s actions have crossed the threshold of anonymity and gained wide-spread popularity so that their name and deeds are spoken of the world over. With the rapid speed of the Internet, millions of videos and photos are captured, uploaded, posted, shared and commented on across the web. Once something has been *released* on the Internet and made available for all to comment on or critique, it has the potential for helping or hindering those at the center of attention.

This viral effect is a global sensation, to the point that most video enthusiasts are in a competition with themselves and others to get the most amount of likes, votes or re-posts of their videos. The thought is that if they can create enough buzz, their stairway to stardom is forever sealed.

Savvy Internet marketers have mastered the art of making something or someone go viral across the world-wide web. Not surprisingly, there is money to be made once the viral effect has run its course. There are many who’ve learned to capitalize on the viral effect and have made millions, gained celebrity status or been awarded countless opportunities as a result of their efforts.

***Hero Tip: Go viral and become an unstoppable momentum:***



Going viral is the Internet's ultimate award and most sought-after status. This viral effect has changed the lives of innumerable individuals quite literally, overnight. Once something goes viral, there is no stopping the force of its momentum. The

viral effect can sway public opinion, challenge or change political outcomes or catapult a seemingly, average everyday individual into superstar, celebrity status. This is the power of the viral effect!

Microsoft Business Writer, Marcus Gomez states: ***"THE IDEA OF MARKETING as being possibly contagious is thrilling. The general principle behind it is that as long as you have something worthwhile to recommend, people will mention it to others. Pretty soon, everyone's 'infected', and the ensuing buzz eventually leads to a spike in business."***<sup>32</sup>

The viral effect can come in the form of a home-made video that has something humorous or inspirational to convey. Additionally, the viral effect can come by means of an unknown band posting an MP3 file and attempting to gain a following. It only requires the right individual to come along and watch the video or to hear the recording of the band. This key individual then takes the initiative to forward the video or MP3 file to their friends or posts it to their online social media profile. It is then that something almost magical occurs.

Like a "virus", the video or recording becomes *contagious* and spreads exponentially as one interested individual shares it, then forwards it to another interested individual. Once this viral effect has occurred, people are instantly thrust into the limelight and thereby, into celebrity status. The favor, appeal and *demand* they receive from their loyal followers are anchored in this viral effect of one form or another occurring in their lives.

Since the advent of the Internet, more opportunities are available to create wealth, gain notoriety and establish mutually beneficial relationships as never before. As a result, countless unknowns have become celebrities, innumerable poor people have become wealthy and listless numbers of individuals have gained public notoriety, all because of the viral effect. In other words, the Internet gave rise to the notion of the viral effect and has continually fed its insatiable appetite.

***Hero Trade Secrets: Be contagious across the digital domain:*** When there is mention of a viral effect, it is typically referred to in an Internet or digitally-based setting. Since the advent of the Internet, more opportunities are available to create wealth, gain notoriety and establish mutually beneficial relationships as never before.

***Not limited to the Internet alone:***

It is necessary to point out though that the viral effect is not limited or confined to the Internet alone. Many have discovered the power of networking and building beneficial relationships in a very real, face-to-face setting. Making public appearances, attending community events and in essence, keeping themselves in the *face* of their loyal fans



or would-be followers are key elements to creating a tangible, face-to-face viral effect.

***Relationships- broadening the “net”:***

The value of relationships cannot be understated. People are connected to other key people and the greater they can master this dynamic, the greater their success in benefitting from the relationships they’ve established. We’ve all heard the phrase that we often take on the attributes of who we associate with or in its simpler version: we become by-products of who we associate with. It is therefore, imperative that in our face-to-face networking endeavors, we are connecting with and establishing relationships with the right kind of people.

***Hero Training: Maintain the right kind of connections:***



The viral effect can go in the complete opposite direction of your objectives, which we will not focus on here. In our quest to *go viral*, we can maintain the right kind of connections by making application of a few, practical principles. When deciding on whether the person or group you are considering on investing time, effort and resources into is of benefit to you or not, base your decision on the criteria below:

- 1) If I connect with them, is there an immediate or foreseeable benefit to me in the way of monetary gain, public appeal or position-based advancement?
- 2) If I connect with them, will it hurt my well-established reputation or do I place myself at risk through potentially being tainted by association with them because of their actions?
- 3) If I connect with them, is the benefit I hope to gain worth the sacrifice of time, expenditure of resources and investment of energy I will be required to contribute?
- 4) If I connect with them, will the connection cause damage or create a conflict of interest with other individuals or groups I currently am associated with and benefit from?
- 5) If I connect with them, will there be long-term advantages in the way of strategic positioning, personal growth and development or advancement opportunities?

Making application of the criteria above will ensure your connections are sound so that the right kind of viral effect can take place. Being at the core and center of the action when a viral effect occurs is a powerful place to be in for it carries with it unmistakable authority, influence and favor among others. This and other factors are what make the viral effect such an integral part of becoming a higher caliber person who's sought after and in-demand.

Once individuals have experienced the viral effect for themselves, it is then they have crossed the threshold from complete anonymity into near iconic status. The allure of celebrity-status is enough to drive people to do the most bizarre, outlandish things- all for a brief moment of viral Internet glory.

***Setting the tone, creating the environment:*** It can also be said of higher caliber people that they create their own viral effect. People who personify this higher caliber, in-demand status cause a stir and make

waves wherever they go. They are people of action who make things happen. If a thermostat that sets the temperature and moderates the environment could be likened unto a person, the in-demand, higher caliber individual would fit the analogy perfectly. Whenever and wherever they are present, they set the tone and create the environment of their choosing, effecting all who are present and within near vicinity.



When in-demand individuals are going about their routine, they set new precedents for how things are to be done going forward. They do not settle for the pre-established norms of the day or sheepishly follow those rules but rather, they establish new paradigms and force the rest of the world to follow the paths their feet have trodden. In turn, they create a viral effect by being contagious, through being impactful and exhibiting a take-no-prisoners attitude. Higher caliber people are in essence, the axis upon which society spins and maintains its motion.



Those who desire to stand out, to establish new paradigms, and to go viral must establish new precedents in these key areas below:

**I. Hero Tools: Go Viral Through Establishing Relevance:** The Viral Effect, as powerful and desirable a status as it may be, is only made possible when certain factors are set in motion. One of these is the factor of

relevance. Establishing relevance is an integral strategy for creating a viral effect that has the potential to propel the higher caliber person's influence up through the next level and beyond.

Establishing relevance is crucial if not for any other reason: with technology's rapid rate of increase, it has created an Internet-savvy crowd that encompasses nearly every age bracket, profession and social class. With this increase there have arisen boundless possibilities and opportunities for creating wealth and connecting with like-minded individuals. In light of these dynamic changes facing those of us who are confronted with the realities of the *New Economy*, there is a growing demand for relevance in order to maintain a competitive edge. Wise, discerning individuals who desire to be top-tier in their personal and professional lives will recognize this factor and capitalize on the unprecedented possibilities these changes bring forth.

The term "relevance" gained popularity among technology enthusiasts for its use in discussing Internet search queries and SEO or Search Engine Optimization. When a business is *relevant* to an Internet search, it means that the business is "search engine friendly" and will have front page dominance when certain key words are input or a search query is conducted. Front-page dominance in relation to ecommerce or online revenue is everything. When a business is relevant to the searches, they will have preeminence on the front page of major search engines and likewise, procure a good amount of business as a result<sup>33</sup>.

Stay relevant through keeping significant

In taking this same concept and making application to our personal lives or our respective businesses we must ask ourselves- are we relevant? Are we relevant when it comes to keeping current with today's technology trends? Are we relevant in meeting the needs of our clients and keeping up with industry changes that impact our businesses? Are we relevant in educating ourselves so that we are equipped to consult, instruct or make informed decisions that may

impact our livelihoods or that of others? The better question is, are we relevant enough to be influential to those within our sphere of influence and beyond?

***Hero Tip: Maintain relevance through staying competitive:***

As technology outpaces our ability to keep current, more individuals feel out-of-touch with their world. Staying relevant, in-demand and competitive is the only way to compensate for technology's irreversible pace. One surefire way to do this is through utilizing the tools and resources available through such dynamic networking sites like that of Successful Thinkers ([www.successfulthinkersnetwork.com](http://www.successfulthinkersnetwork.com)). With its growing network of industry-specific experts and its vast treasure trove of cutting-edge tools, technologies and time-tested techniques for members to use, staying relevant almost becomes *irrelevant*. Well, almost...

***Create some waves then ride on the momentum:***



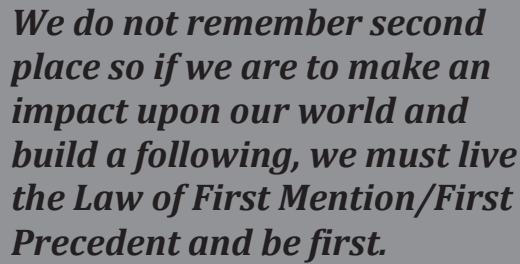
To avoid the inevitable plunge into insignificance, the in-demand person must establish relevance and maintain it with every new change and challenge that technology presents. This is the key to going viral through relevance: we make waves by being at the forefront of

new trends and cutting edge technologies, and then we ride on the momentum of those waves until they carry us to the shores of success.

We avoid insignificance through establishing and maintaining relevance. Through doing this, we position ourselves favorably for a viral effect to occur. If the viral effect can catapult unknown artists into stardom overnight, imagine what it can do for us in our quest to become persons who operate at the highest caliber of excellence, who are sought-after and in-demand?

## **II. Hero Tools: Go Viral Through Invoking the "Law of First Mention":**

The Law of First Mention<sup>34</sup> or the law of first precedent is a rule of interpretation established by scholars and professors versed in ancient writings and



*We do not remember second place so if we are to make an impact upon our world and build a following, we must live the Law of First Mention/First Precedent and be first.*

texts. It is referring to how a word or phrase is used for the first time in an ancient text; it becomes the precedent for how that word or phrase is to be used or interpreted thereafter in subsequent texts. There may be subtle changes to the word and new definitions may develop as time progresses, but the first time the word is used always holds precedent as the foundational meaning of that word or phrase.

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Creating a movement of any merit always ensures you will have a following. Therefore, using the Law of First Mention/First Precedent to launch something new and amass a following will empower you on your quest to grow your worth and demand as a higher caliber individual.

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### ***Hero Tip: Be the first to arrive:***

To the in-demand person, the law of first precedent holds a slightly different meaning. We are referring to being the first to establish a worthy cause, launch an unprecedented idea or to propagate a noble ideal. For our purposes, the Law of First Mention or First Precedent means to be the first to establish a niche, a trend and a movement. Creating a movement of any merit always ensures you will have a following. Therefore, using the Law of First Mention or First Precedent to launch something new and amass a following will empower you on your quest to grow your worth and demand as a higher caliber individual.

***We celebrate and remember those who were first:***

Human nature thrives on rewarding and remembering those who are first. It is a fundamental part of our make-up, dating back to our innate instinct to survive and sustain ourselves. It's easy to

remember those who came in first because it identifies with our own need to be first, to win and be remembered for something worthwhile.

We would be hard-pressed to remember the countless numbers of contestants who came in 2<sup>nd</sup> and 3<sup>rd</sup> place in a near equal number of competitions and games over the years. Yet, many a sports fan can recall with relative ease the players and teams who won the trophy or the gold medal, even if decades have passed since the win. To the fan, it's more than just their team or favorite player winning; it's the fans who are winning for the winner embodies all that the fans desire to be.

Here are some strategies and examples for being the “first” to start something, launch something or establish something significant.

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| <ul style="list-style-type: none"><li><b>1. Launch an enterprise and become the entrepreneur you were meant to be.</b></li><li><b>1. Start a fad that has some higher purpose or merit behind it.</b></li><li><b>1. Create a new trend that reconnects the community and gets them involved locally.</b></li><li><b>1. Establish a charitable cause and invite others to be part of what you're doing.</b></li><li><b>1. Fuel a movement that can empower others to grow on a personal/professional level.</b></li></ul> |
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The list of number “1’s” is intentional. It’s for the purpose of driving home the point of being the first at whatever it is you have set out to do but also to be the best at it. Those who are first, always win

regardless of the game, the competition, the business idea or the philanthropic cause.

**III. Hero Tools: Go Viral Through Doing the Impossible:** An entertaining pastime for many, yours truly included, is to “people watch”. We’ve all done our share of it from sitting down on a bench in the main hallway at the local shopping mall or standing against the wall at some busy intersection, observing the passer-by’s. What’s interesting to note is that after a time, the faces seem to become blurred and to mesh back into the crowd without any real discernible or distinguishable features. We nearly have to force ourselves to take special notice of each individual and to recognize them for their unique qualities.

*Consider the implications of your contributions*

As we consider the implications of this, our importance and worth to society suddenly seems much less significant. What makes us unique? What makes us special? What significance have we contributed to society as a whole? What memorable achievement have we accomplished that somehow has improved or empowered the lives of others? Our list can quickly come up short, unless we do the unthinkable and achieve the impossible.

**When we consider that we were not placed on this world to live a life of comfort and ease but rather to do something significant, it begins to re-align a proper perspective within us.**

This is easy to state, even much easier to type or read on paper. Yet, the reality is, there is nothing easy about doing the above. If we are to be higher caliber persons who are sought after and in-demand, we must do the unthinkable and achieve the impossible- in some form or fashion.



Listed below are some ideas on how to accomplish this. The level of our effectiveness in following this list will often determine the level of our significance as in-demand persons.

**Hero Techniques: Strategies on establishing relevance:**

- Take responsible risks to achieve some high profile task or duty.
- Set out on a mission to break records, exceed expectations and surpass goals.
- Seek out the higher purpose behind every objective and achieve it fairly.
- **Train relentlessly in private so that you may triumph worthily in public.**
- Establish lofty aspirations then accomplish them with tenacity and humility.
- Challenge the law of averages and status quo by raising the standard higher.
- Open your mind to do what no one has done, then set out to do that very thing.
- Accept praises humbly then graciously bestow credit elsewhere.
- Overcome your defeats and build on your victories.
- Involve others in your accomplishments and share the glory.
- Set obtainable goals then “stretch” them just beyond reach to make the challenge of achieving them even more rewarding.

Doing the above will empower you to experience the viral effect for yourself. Once viral, as higher caliber individuals, we are instantly in high-demand and able to contribute positive changes to those within our circle of associations.

**IV. Hero Tools: Go Viral Through Creating "Presence":** To the savvy marketer or technology enthusiast, having “presence” is defined as a person who has established his or herself online with a visible profile that’s active and regularly updated. In essence, having “presence” refers to individuals who have made a name for themselves online through establishing an Internet reputation.

***Hero Tip: Presence - a powerful component of personal branding:***

***Be “in front of” your clients.***



Having presence is a powerful component to personal or professional branding since at its core; it means to be *in front of* potential clients. How can we build a network, grow a following and thereby, increase opportunities if we are not out *in front of* customers? Therefore, presence is an integral part of growing our persona as a high caliber, high-demand person.

It is no secret that the Internet has become standard procedure for conducting business in the new economy. It is widely believed that if a business is not on the Internet, they will soon no longer be “in” business. Because of unlimited computing technology and its wide-spread popularity, the Internet has many other benefits.

Here are additional Internet-related benefits:

- 1) Access to unlimited information
- 2) Online banking
- 3) The sale/purchase/distribution of goods and services
- 4) Keeping connected with family, friends and associates
- 5) The discovery of new opportunities.
- 6) Online education courses
- 7) Personal development tutorials
- 8) Growing one’s network and influence in social circles
- 9) Perfecting one’s communication and presentation skills
- 10) Staying abreast of current trends, new technologies and the latest news

Considering these benefits, it is essential for business owners and entrepreneurs to establish an online presence if they are to thrive in today’s, ultra competitive marketplace. With that established, as in-demand individuals, we should build a website, launch a blog or have a

few social media profiles created. Since this is no longer a passing phase or popular trend, it is tantamount to keeping current with the times and growing our “fan-base” of friends and followers.

While some businesses lag behind in making the necessary transition over to utilizing the full potential of the technologies available to them; this status should not be said of us. As higher caliber, persons of value and demand, we should set the example for others to follow and embrace this powerful new medium of communication and of conducting business. In fact, our measure of success in business and beyond may quite possibly come down to our level of engagement with our customers and connections across the digital domain. It’s all about establishing mutually beneficial relationships.

### ***Hero Training: Step up your social media strategies:***



While there are far too many social media networks of which to list here, having only one profile may not be enough to fill your personal or professional needs. It is recommended by experts to have different online profiles to synch with varying aspects of your life. For example, having a social media profile like Facebook, Google + or Pinterest are great for keeping updated with family, friends and even conducting some business.

**Having a huge online network of fans and followers is great, so long as it's balanced with an equally solid, offline network that's comprised of those who are simply *there* and physically *present* when you need them.**

For maintaining a professional profile or looking for career opportunities, other social media networks like LinkedIn, Successful Thinkers Network and Branch Out are perfect for keeping a professional repertoire that's publicly viewable for possible career advancements or opportunities. Then, there are social networks that are ideal for quick, real time updates on subjects that are of interest to you. Sites like Twitter and Foursquare make social media fun and interactive. Like it, love it or leave it, social media is here to stay and if we intend to grow our in-demand status; we would do well to embrace it and benefit!

***Hero Trade Secrets: Presence is established online AND offline:***

Doing the above and keeping online profiles active with regular updates will solidify your online presence and thereby, grow your demand and worth. However, presence is not only achieved through our online activity. Presence is equally and more often, established through our offline activities as well.

We've all heard the saying about "making our presence known". In its most simple form, this saying is referring to physically showing up somewhere and being *present*. The truly present individual can always be found at social mixers or community events. He or she has learned to take full advantage of such ideal situations where talented, influential

people have assembled to collaborate and connect with other, like-minded people in a single setting. They meet, greet and grow their own influential status as in-demand professionals within their local communities just by mere association with those who've "already been there and done that".

***Hero Tip: Be present, be the party:***



The truly *present* individual is one who has mastered the art of attending social get-togethers. Such individuals make a concerted effort to be there and to make their presence known. Yet, they exceed beyond just merely being there, they interact with others, mix and

mingle with the crowd and are the proverbial, "life of the party". This is physical presence at its finest and this is what constitutes being an in-demand, higher caliber person. Persons of an in-demand caliber are similar to high profile guests on an exclusive, who's who list to an invitation-only party. The difference is- they are the party! If they're present, then that means it's an A-list celebration with only the best in store. This should be our mindset!

Presence is vital to the viral effect since it creates constant awareness of your whereabouts and goings on with your fans and followers. The more in front of them that you are, the more in front of you they become accustomed to being. This in turn makes you somewhat of an enigma. As you exercise your charismatic right to reach out and interact with your audience, you thereby become more accessible and valuable to them. As your value goes up, so do the number of followers, likes and page views, which in turn continue to build until momentum takes over and you thereby, go viral. This is the viral effect on a grand scale.

The experts at Columbia Consultancy describe presence in this manner: *"...presence is a combination of an appealing physical*

*appearance, confident body language, assertive communication skills and positive engaging energy that actually creates some kind of energetic field around a person that attracts others. When a person has all these traits they have an aura of power that translates into the presence of leadership.*"<sup>35</sup>

V. Hero Tools: Go Viral Through Creating the "Wow Effect": A popular coined phrase that continues to pack a punch of *multi-layered* meanings is the "Wow Effect" or "Wow Factor". The wow effect refers to leaving an audience speechless, amazed and in awe over something. It carries with it the connotation of doing something memorable and unforgettable. The words we speak and actions we take- do they captivate our audience, fascinate our fans and silence our critics?

***Drawing parallels from the music industry:***

To expound on this, we draw parallels from the music industry. In music, the plethora of bands that are trying to make their debut and build a fan base are faced with a harsh, unforgiving reality- the competition is incredibly intense. To compound matters, the music industry has changed with everything going digital so that one day, the selling/distribution of music CD's will be a thing of the past. Unless a band has an aggressive marketing campaign, a huge network or has sufficient Public Relations power, they will most likely, never make it big and will soon fade...

*Talent and technical proficiency often take  
second seat to the Wow Effect.*

In the music industry, it doesn't necessarily matter how talented, musically skillful or technically proficient one is. While these are certainly the starting point for any performer or entertainer, still talent alone isn't enough. Talent without buzz is akin to an artistic concept without a canvas to convey it to the world. For a band or artist to stand a chance or have the remotest possibility of making it big in the

music industry, he or she must absolutely create the wow effect. This wow effect will most certainly be comprised of a dynamic stage presence, where light shows and theatrical performances are a given.



Music, for all intents and purposes still falls under the umbrella of the entertainment industry. So, a band's performance by necessity has to be entertaining, enthralling and full of "wow"! To accomplish this, performing artists have been known to do a wide array of stunts and in many cases, will often bar no expense all in the hopes of creating that wow effect. From being elevated in the air, to

dazzling laser light shows and spectacular pyrotechnics, today's top billboard artists constantly push the envelope of what is possible, affordable and appropriate- all with the intent of creating the wow effect.

The hard rock band Motley Crue was known for creating a gravity-defying wow effect. During concerts, their drummer, Tommy Lee would be playing and then to the gasps of the audience, his entire drumming platform would begin to be elevated above the stage, while he played and literally, never missed a beat. This created a dynamic wow effect, never to be forgotten by those who had witnessed the spectacle.

The band, the Gorillaz created an equally, yet altogether different form of wow effect. They were one of the first bands to make full use of the technology available to them and incorporate life-size holograms of their band's mascots into the performance. These holograms would literally walk out on the stage, pick up holographic instruments, grab a microphone and start performing. They even

possessed life-like qualities such as adjusting their clothes or fixing their hair while performing for the live audience. Their genius and mastery of the wow effect has attributed much to the band's success, even where the music may fall short. The wow effect they created continues to wow fans and critics alike.



In our personal and professional lives, we seldom make the connection of how we too, can create a wow effect in the places we go and with the people we meet. Yet, the wow effect is not just for entertainers and performers; it is a universal principle that each of us can utilize to establish our worth and grow our demand as higher caliber individuals. Listed are some strategies for empowering you with the skills to create a wow effect in your life:

**Hero Techniques: How to create a "Wow Effect" of your own:**

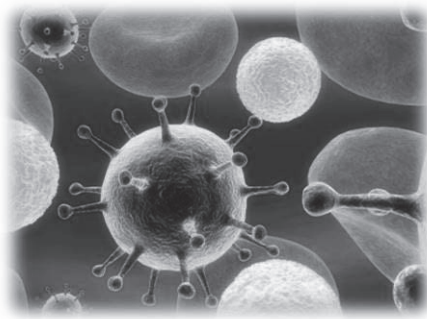
- Be enigmatic and make yourself a high profile person of mystery and intrigue.
- Be charismatic and make every person feel special, significant and important to you.
- Be enthusiastic and change the environment by lifting the spirits of those present.
- Be magnetic and draw others to you that you may lead them "higher" to better things.
- Be kinetic and constantly moving toward something significant that others might follow.



Doing these are a sure-fire way of creating the viral effect through having a wow impact on others. Great works, noble deeds and the heroic individuals who did them are often remembered for their actions from the memorials built in their honor. Equally and if not more so, there are those who are remembered for the wow effect they had on others. At the mentioning of our names, let it also be said of us so that we may be remembered for the wow effect we had on those we met.

The wow effect has many applications and benefits for him or her seeking to build a higher caliber profile. Making application of these aforementioned principles will generate public interest and accelerate our net worth. As our influence spreads and our merit grows, so also will our status as a *person of interest* among fans and followers alike.

***Be a virus, see the world:***



One of this author's favorite comic strips is *The Far Side*, created through the genius and humor of the incomparable, Gary Larson. To paraphrase one particular comic pane, there are two patrons, a male and female sitting in a bar, engaged in conversation and getting comfortable

with one another. The male asks the female where she is from and in like fashion, she answers him that she's from Paris.

In the other half of the pane, undetected by the unsuspecting patrons are a group of single-celled viruses carrying about their microscopic routine in a very human-like manner. One virus, apparently observing the unfolding events of the two unsuspecting bar-patrons from afar cells out to the other viruses, in essence: "Hey boys, it looks like we're going to Paris!"

Larson's scientifically-sound humor is well-respected among intellectual and scientific circles and his insight is conveyed in the paraphrased description of the comic above. The idea of a virus being spread seems a crude analogy for anything positive to be deduced or from which to draw inspiration from. However, in relation to the subject matter at hand, becoming viral in our quest to be influencers

and higher caliber individuals is one of the greatest accomplishments we can hope to achieve.

To quote Gary Larson: "Be a virus, see the world". With regards to growing your influence and becoming a person of significance and worth, this statement is profoundly accurate. The viral effect will take you farther than you've ever imagined and present you with more opportunities than you've ever dreamt possible!

In everything you do, look for opportunities to go viral and spread positive, life-changing influence to everyone you meet. In doing so, you will earn a name for yourself, build a following and grow your higher caliber, in-demand status in an exponential manner.

***Hero Training: How to go viral according to the experts:***

In an online article, Uzi Shmilovici, the CEO of Future Simple which is the company behind the Base CRM system writes that there are "Eight Ways to Go Viral". He begins the article by proposing the question: "What do Facebook, LinkedIn, YouTube, Dropbox and Skype have in common? Except for being ridiculously successful, they all enjoyed a strong viral effect that helped accelerate their growth." He lists the various versions of going viral and then provides an explanation for each. They are as follows: "1) Inherent *virality* 2) Collaboration *virality* 3) Communication *virality* 4) Incentivized *virality* 5) Embeddable *virality* 6) Signature *virality* 7) Social *virality* 8) pure word of mouth *virality*."<sup>36</sup>

In considering the viral effect for business and its potential to exponentially accelerate the popularity of a product or service, it is practical and productive to apply this same concept to our personal lives. We are after all, our own best marketing tool. As such, we should seek out every opportunity and enlist the help of every tool available to help establish and grow our personal brands as in-demand professionals. Listed below are some snapshots of a few hopefuls and unknowns whose talents went viral and turned them into public

sensations overnight, as a result. Once they went viral, notoriety and opportunity soon followed.

- Ted Williams, the “golden voice” homeless man became a viral hit on the Internet when by chance a Columbus



Dispatch reporter came upon him at a street corner touting a sign that read: “God-given gift of a great voice.” The reporter captured Ted Williams’ voice on video and uploaded the video to YouTube.

*Immediately, Ted’s story was a hit and the video went viral, eventually scoring 5 million hits in a short amount of time.*<sup>37</sup> Following his rapid rise to notoriety due to the viral effect, Ted Williams landed the dream job with the Cleveland Cavaliers as an announcer and a house as well.<sup>38</sup>



- 13 year old, Rebecca Black soared into the spotlight when the music video for her song, “Friday” went viral.<sup>39</sup>

The song was originally uploaded to YouTube on February 10<sup>th</sup>, 2011. By March 14<sup>th</sup>, 2011 the video trended as one of the top most tweeted topics on Twitter. A day later, the video had reached over 3 million views and by March 17<sup>th</sup>, it had amassed over 10 million views. The song itself became one of top 100 singles on iTunes.<sup>40</sup> Though criticized, her song and video are mentioned to point out how quickly an unknown can reach the spotlight once the viral effect occurs and how exponentially it can grow once it does. The complete randomness that bewilders and confuses audiences as to the reasons behind

what makes one song or video go viral when another does not is ironically called: “The Rebecca Black Effect”.<sup>41</sup>

- Keenan Cahill became an Internet sensation when the videos he uploaded of himself lip synching popular songs went viral. Now, he has over 200,000 subscribers to his YouTube channel and his videos have been viewed tens of millions of times respectively. In addition, he has gained notoriety through his lip synching videos with guest appearances by 50 Cent and Jennifer Aniston along with a personal tweet from Katy Perry, praising him for his lip synching performance of her song: “Last Friday Night”.<sup>42</sup> Keenan Cahill is living proof of the viral effect in action.



- The “Double Rainbow Guy” was the name attributed to Paul “Bear” Vasquez after a video of a double rainbow he captured near Yosemite, CA went viral. His reaction to the rainbow as captured on video made him an Internet sensation shortly after its release. In an obvious, intensely spiritual moment for



Vasquez, his comments: “a double rainbow” and “what does it mean?” made him a popular public figure among nature and spiritual enthusiasts. After his video went viral, his quick fame led him to numerous interviews on television, a trip to Iceland and a commercial for Microsoft. He’s also been featured in a documentary and was nominated for a People’s Choice award.

Since then, he's converted his property into a spiritual center of sorts where according to him, people can come: *"who just need a quiet, restful, temporary place to heal in a way that works best for them. I want to offer food that is grown here and nearby organically and meals prepared in a way that food is medicine as well as the water, energy and Spirits of this land. I also want to use Yosemite as a way to heal, taking trips and adventures there to heal the soul."*<sup>43</sup> Paul Vasquez could not have imagined that his short, 15 minute video would capture an audience and lead to other opportunities, but this is the kind of impact an individual can have once the viral effect has taken place.

- The GAG Quartet's song entitled: "Le Internet Medley" was practically destined to go viral the day it was released. From the song title, to the culturally popular meme's captured in the song (40 different meme's), the viral effect was inevitable. We cannot fail to mention, the extreme skillfulness exhibited in the power group's mastery of their respective instruments, which, perhaps more than anything else has contributed to the viral effect the band is currently experiencing. To date, the video has been viewed over 10 million times and its popularity shows no sign of a slow-down.<sup>44</sup>

- When the South Korean rapper, PSY came out with his epic hit, "Gangnam Style", the world was set to be taken by storm. The crossover hit accomplished what few songs have done. Not only did it cross musical genres with a mixture of pop, techno, dance and rap but it crossed cultural and linguistic boundaries as well, becoming a hit even where Korean is not widely spoken or understood. The song introduced a new dance craze and as if that was not enough, brought it in with style- a style of men's fashion to accommodate the craze. This song perfectly embodies the potential of something once the viral effect has occurred. To date, Gangnam Style holds the

record as the only video to be viewed over 1 billion times<sup>45</sup> and at the time of this writing, is also the most liked video on YouTube<sup>46</sup>. Riding on this well-established momentum that his debut video inspired, Psy's follow-up video, entitled "Gentlemen" has achieved some viral moments too.

## Living the viral effect

According to Internet Consumer Psychologist Dr. Brent Coker, *"The first thing to know about viral marketing techniques is that there are two elements of the communications continuum that need to be addressed. The first is curiosity –someone must be motivated to want to view the movie. This is achieved in most part by controlling emotion. The second is motives-to-share. One must have a reason to want to tell others about the movie, and therefore pass it on. This is achieved by creating message congruency."*<sup>47</sup>

### **From Simple to Sensational:**

Just as the viral effect can take ordinary people and quickly turn them into media sensations overnight, the viral effect can also occur in our lives. Though, the viral effect we speak of in this instance is not one in which we showcase a music video or capture a spiritual experience with nature; rather, it is one in which we highlight our lives as in-demand, higher caliber individuals. Have you created enough interest, established enough relevance and drawn enough positive attention to make your life go viral to those within your network?

Only we can change our course and only we can determine the direction of our lives that leads to the outcome of our choosing. It is logical to assume that the greater our influence and the larger our network, the better chance we have of improving our lives and increasing our livelihood as a result. Such outcomes are common to the man or woman in demand!

Innumerable benefits await those higher caliber individuals who create the viral effect for themselves. In so doing, they will grow their influence to greater heights they never thought possible. To be an in-demand, high caliber person, we should look for opportunities to display our talents or declare our message in ways that will capture an audience. We can be confident knowing that once we go viral with our message, the effect will linger, the reach of our influence will grow and our higher caliber status will be solidified in the eyes of those whose lives we've empowered.

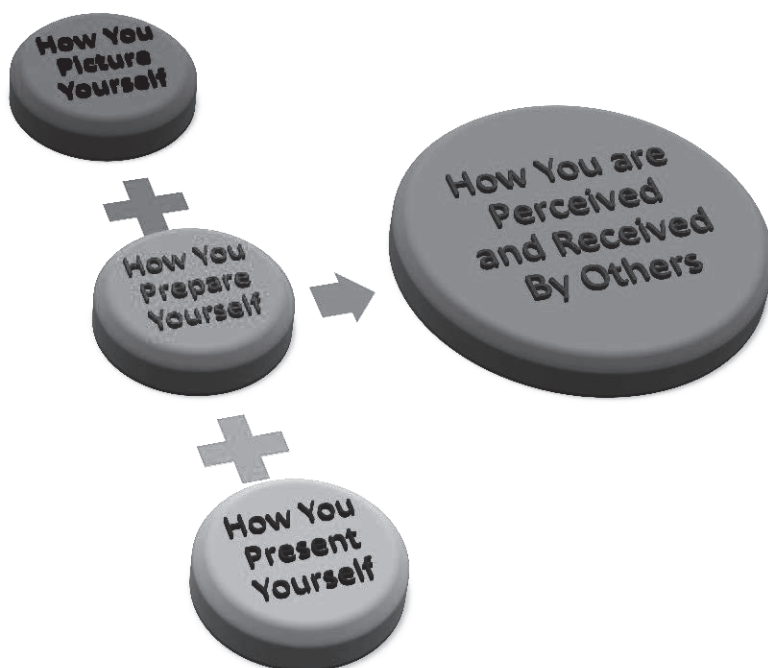
The in-demand person's life is on a collision course with viral destiny from the time he or she embarks upon their hero's quest. It is inevitable. The greater, more grandiose their deeds of worth and significance are, the more widespread the tales of their actions will be known. What noble acts of merit have you performed? Have you done anything of significance and greatness worth noting? Will the generations who follow - sing of your tales and follow the steps your feet have trodden? Let your actions and character personify the professional hero you choose to be remembered by. Embody the hero's role in all you do and your life will be one epic, viral effect that knows no bounds!



## Chapter 7

### Live Large, Live Loud, Make Some Noise

*"Once you rid yourself of limitations and release yourself from inhibitions, only then will you exceed all expectations..."* Darren Bocksnick





***Hero Trade Secrets: The social element of personal development:***

**I**t is widely accepted among experts in the study of human behavior that to be complete and to be a “whole person”, there has to be a social element involved in an individual’s personal development. The social element is where interaction between others in social settings transpires and builds character. This has also been shown to stimulate normal brain function.<sup>48</sup> Once we have mastered the ability to mix, intermingle and share in the emotional ebb and flow that transpires in typical gatherings, we are positioning ourselves for a bigger than life persona that others will welcome and embrace.

**The interpersonal skills developed in social settings cannot be understated. Many a business transaction, a mutual attraction, a resolved difference and a satisfactory negotiation has occurred in such social settings across the globe.**

Relationships are ultimately the key to lasting fulfillment. How we juggle the shifting weight of varying personality types, character traits, world-views, agendas and motives will determine our success in the development of meaningful, beneficial relationships. To point out that a higher caliber individual must be a people-person goes without saying. Being in-demand involves much

more than merely endeavoring to become all things to everyone, all of the time. Each of us is all too familiar with the adage that we can’t please everyone.

***Hero Tip: In relationships, find your fixed point of reference:***

Yet, to be higher caliber individuals who seek that bigger-than-life persona, it is essential that we become centered and grounded. Then, we must establish ourselves firmly upon that center point of fixed

reference while remaining flexible enough to sway like the proverbial palm tree; swaying but never straying from our roots. It is here that we will be the most effective.

Once we've found our core, we can then learn to bend a little here and there. In doing so, we can learn to reach subtle compromises while making in-roads to bridge communication gaps and build up relations where possible. Higher Caliber individuals learn to accomplish this without breaking and straying from the center of their convictions, which comprises the essence of who they are. It is this subtle, give and take that occurs within relationships that make them healthy and reciprocally beneficial. The opposite of this idealistic state is equally true.

**Social interaction enhances communication**

With no social element or little social interaction, interpersonal skills are often left in an under-developed state. Communication is left up to one's emotional or mental state at that moment, without a social "meter" of accepted behavioral norms to serve as a guide of sorts. In such a state, statements can be made that have a dire, drastic impact on interpersonal relations.

Mastering the art of effective communication skills and relational building techniques can turn average people into influential leaders who are in-demand, highly sought-after individuals. While some have lessened or placed too little significance on the value of relationships, the in-demand individual does the contrary. Rather than avoiding relationships, he or she runs toward them and embraces them.

***The intrinsic worth of people, the priceless value of relationships:***



People have so much to offer in the way of a wealth of experiences or treasures of knowledge. Often though, it is the perceived *surface* value of a person that society seems to place the greatest emphasis upon. Surface value entails the often shallow assessment of

others that is so prevalent today such as the emphasis on looks, physique, hairstyle, choice of vehicle, size of home, etc. There is no end to this cycle of misappropriated assessments that serves to only cheapen an individual's true value.

Perhaps more than any other skill or talent an in-demand individual possesses, it is his/her ability find value in the people they meet every day that makes them especially gifted. Those who have an inclination for greatness, to be significant and in-demand will likewise, seek to discover the same in others. Though, it is much more than merely recognizing the value and worth in others; it is his/her ability to extrapolate it and exploit it that gives higher caliber individuals their true power and influence.

***A composite of shared human experiences:***

True wisdom is in the realization that we are all really just a composite of shared human experiences, comprised of the valuable contributions from the many relationships we've developed through the years. With this realization comes the revelation that in and of ourselves and without the vital contributions of others, we would soon become stagnant, much like the algae-infested pond. The wise, in-demand individual takes on the characteristic of a flowing, mountain river. In the river analogy, the in-demand person takes in the life-giving

flow from others as if *upstream*, but then equally shares of his/her time, energy, resources and knowledge as if in a *downstream* motion.

***Which are you?***



***An algae-infested pond***



**OR**

***A flowing mountain River?***

***Hero Training: Maintain the perfect flow to build lasting relationships:***

The rapidity of the flow from such a river determines the measure of purity in its dispersion. Slower flowing streams are still susceptible to stagnation and contaminants. Whereas, rushing streams that rage down the mountain side, though less susceptible to contents settling and thus becoming algae-infested, have a tendency to create more debris due to erosion they cause to the banks.

When there is too rapid of a flow, much of what is deemed the purest of potential is washed in the downpour. Similarly, when there is no movement, all the purest of potential is poisoned by the settling contents. It is rather, the balanced, consistent flow of the purest spring-fed stream that starts high up in the mountains and meanders its way downhill at the perfect pace that creates the most pristine of waters.

***The upstream/downstream principle:***

This same principle holds true in relationships. When there is no movement in a relationship, stagnancy can set in. Similarly, when relationships move too fast and without that perfect balance, more damage can be done than good. In the art and science of building lasting, beneficial relationships there has to be a give and take much like the upstream/downstream principle of a flowing mountain river.

Gleaning from others and being teachable while in like manner, giving of ourselves and being a teacher is what creates that perfect, flowing stream in a healthy relationship. In such a setting, beneficial relationships can thrive in pristine fashion.

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To the higher caliber person, relationships are the life-blood of his/her existence. Delving much deeper than mere, surface interest in another person, higher caliber individuals become genuinely involved in the well-being of others, even if there's a cost of time, energy or resources involved. The reciprocal return on their relationship investment is far worth whatever *down-payment* they initially put into the personal and professional development of those they've invested in.

***Disconnected connectedness:***



In our connected, yet disconnected society where social media is standard procedure and virtual worlds like “Second Life” are the accepted norm, the establishment and the subsequent nurturing of “real” relationships can become skewed. Even when one has clearly established the distinction between the

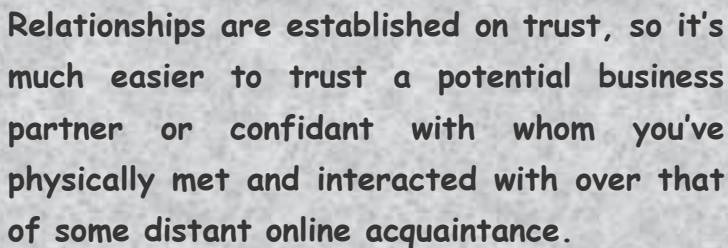
real world and the virtual world, there is another factor that yet remains to be balanced. One must master the art of balancing his / her online world of contacts and networked connections with his / her offline world of physical relationships in a face-to-face, interactive setting.

For this cause, an innovative company like the Successful Thinkers’ Network was launched to address this growing trend and turn it into an effective business model for business owners and entrepreneurs alike. The Successful Thinkers’ Network blends the two,

seemingly opposing worlds and meshes them into a perfectly balanced model of online meets offline and high-tech meets high-touch.

***Hero Trends: The online / offline factor:***

As a social media hub where business owners and entrepreneurs in general can connect and collaborate, the Successful Thinkers' Network empowers people to grow their business with other like-minded professionals. Yet, the Successful Thinkers' Network takes social media to the next level by making it possible for online connections to meet and greet in an offline manner.



**Relationships are established on trust, so it's much easier to trust a potential business partner or confidant with whom you've physically met and interacted with over that of some distant online acquaintance.**

There is an entirely new dynamic established when those professional connections made online in an almost impersonal way are given a place and purpose for meeting offline, in a one-on-one, personalized manner. In such settings, genuine relationships are established between like-minded individuals since the relational element of physical contact and interaction is present. Upon these principles of mutual trust and business-mindedness, the Successful Thinkers Network was established and by those same principles it continues to abound.

***Finding that perfect balance:***

Those persons of a higher caliber nature have successfully learned to balance their distant, online connections by physically meeting with them in a personal, face-to-face setting. Thus, online meets offline takes on a whole, newfound significance. In this high-tech meets high-touch scenario, the Internet's power to connect people at a distance is harnessed and put to its true purpose- to allow those

connections to become acquaintances, associates, confidants and eventually, friends. This is achieving perfect balance between the two.

In some social circles, the opposite seems to have preeminence. **Cell-phone “junkies”** will repeatedly carry on “distant” conversations with whomever they are conversing with on the phone, while ignoring the very real *person* sitting next to them. This has created a new syndrome of sorts called “Nomophobia”<sup>49</sup> or the fear of being separated from one’s cell phone.



Then in other instances, there are those who will establish an elaborate online *network*, yet do so in an almost, reclusive manner, without any real personal contact. They would rather spend their time behind a computer screen, instead of being in front of another person’s face. For persons prone to such activity, it’s far easier for them to watch from a distance than to break their personal space bubble to get close and personal with another. Either of the two examples is short-sighted at best or at worst, wrong by social, civilized standards.

***The key to being a healthy, holistic person:***

The purpose of this is to emphasize that in addition to regular exercise and proper nutrition, connecting with people and establishing genuine, trust-built relationships hold the key to being a healthy, holistic person. We should extend of ourselves to find singleness of purpose and likewise, we should in a sense, *empty* ourselves to be full and complete.

While technology expands our capabilities for reaching out to others in an exponential manner; it is for the purpose of building

interpersonal relations with key people and not just for expanding our contact lists.

***Hero Trends: High tech meets high touch:***

**There is a changing mindset in the business world today and businesses have come to accept that customers must be sought out and their loyalty must be earned, even fought for.**

Many forward-thinking businesses have capitalized on this trend of high-tech meets high-touch. Rather than allowing technologies and trends to pass them over, they've learn to adapt and become cutting edge themselves. Upon implementing the principles of high-tech meets high-touch and offline meets online, those companies in return, become in-demand.

***Hero Tools: The make-it-happen system versus the hope-it-happens system:***

Operating under the notion that a business owner can build his/her business utilizing the old business model of "waiting for customers to darken the door", no longer works. This is the *hope it will happen* system. Rather, business owners must change their methods to maximize the opportunities before them in our present, hyper-trending state. In order for business owners to be at the cutting edge of all the exciting opportunities that technology has made available, they should embrace it and use it to its full potential. This is the *make it happen* system.

To live a life of significance and ultimate worth, the establishment and proliferation of relationships on both a personal and professional level must take precedence in our lives. Technology in itself is merely a tool to be used to enhance the cause of relationships. Yet, when used in conjunction with that primary goal, it is a powerful



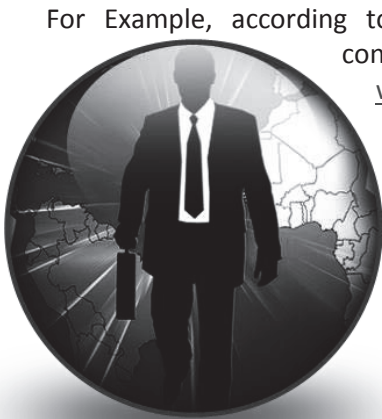
medium for taking our networking and interpersonal opportunities to the next level. This is a key to being in-demand and having a larger than life persona. We must actively pursue people for the purpose of building lasting relationships and seek them out like the treasures that they are.

## Master the art of unspoken communication

While communication is one of the cornerstones for building productive, beneficial relationships; it is not the end-all. In the process of honing in our communication skills, it is easy to overlook those often, unspoken forms of communication that too can have an impact on our effectiveness in building relationships. These unspoken forms of communication are *appearance, demeanor, gestures, impressions, hygiene and attire*.

### ***Hero Trick: Making a statement without a word being spoken:***

Our appearance, demeanor, gestures, impressions, hygiene and attire make a statement about us and about what we represent, even if no words are ever spoken. For example, fashion is a powerful form of unspoken communication. In itself, fashion is a multi-billion dollar industry and fashion style/design is taught in universities around the world. It could be safely stated that the study of fashion and its impact on society is a science in itself.



For Example, according to Hiep Nguyen, a men's fashion consultant and founder of [www.stylesartorialist.com](http://www.stylesartorialist.com), our appearance and attire can communicate a message that either improves or degrades our social standing. He states: "a middle aged man wearing a dark suit can offset the *appearance* of his age, by countering with a lighter colored shirt (preferably light blue) and matching, stylish tie."

Casual dress or relaxed attire can be appropriate in many settings such as a company picnic or a barbeque. In those instances, matching and mirroring those within your social circle is a far better move than trying to over-dress as if to overly impress. The more significant statement of being on the same level as your peers and having an approachable demeanor is made when one chooses to match and mirror. This goes much further than a fashion statement ever could.



Yet, for a business setting or a social networking event for business professionals, the overly casual look doesn't work as well. Instead, a different approach is required. Since business professionals are present and comprise the general audience at such events, business or professional attire is a must-have. Wearing a stylish or modern suit with an accenting shirt and tie is a good, overall choice. The statement this makes is: "I'm a professional and I'm here for business."

Another option would be to wear dress slacks, slightly off-colored sports jacket and a stylish dress shirt without a tie. Since the shirt is the focal point of the fashion statement in this setting, it should accent the colors of the slacks and jacket in a complimentary fashion. With no tie, the shirt should be worn slightly unbuttoned (one or two buttons at the most). This style is a cross between business professional and everyday casual for a business casual look. The statement this style makes is: "Let's meet, greet and conduct business in a relaxed atmosphere."

Showing up at events well-groomed and well-dressed makes for an incredible first impression and fashion statement. It provides you with instant, distinctiveness and uniqueness. Even men respect other well-dressed men. To further expound on this, Hiep Nguyen also shared these fashions and style tips for the discerning male to help him master the art of appearance and of making a memorable impression. Hiep has observed and experienced firsthand the magnetic quality of stylish dress and proper attire for the right occasion.

Listed below are some of Hiep's timeless strategies for dressing the part of success and for positioning yourself in the proper light for favor with people, promotion in your career and confidence in yourself:

### **Professional Hero Success Strategies**

! Men should always tuck in their shirt; otherwise, it will make them look shorter. T-shirts are the only exception to this rule.

! Men should always have a tailored navy blazer in their closet since it goes with just about anything and gives them a very discerning, debonair appearance.

! Guys can never have enough white or blue dress shirts in their closets since these are always in style and will complement any occasion.

! A man's jeans or dress pants should never have a "break" in the pant leg as this makes them look shorter. Instead, they should lay flat on the leg without the "bunched up" look. This gives the impression of a perfect fitting pair of pants.

! Hiep teaches men that they should not be afraid to wear bold colored accessories such as socks, ties, etc.

! He states that men are typically afraid of being too bold and seldom use reds or blues in their accessories, thinking this will somehow make them look awkward. According to Hiep, the opposite is actually true and ladies will typically favor a man who is not afraid to be a little bold in his appearance and attire.

***The Hero Decoded: Understanding body signals and mannerisms - conscious and subconscious reactions to people and events:***

We can also find this unspoken communication in body signals and mannerisms. According to experts, a man expresses interest in a woman in an almost involuntary, subconscious action of leaning forward when conversing with her. She likewise, expresses interest in him by changing her seating position and turning her body toward him. So also, there are mannerisms that make certain statements in the business world.

In his article, **“5 Body-Language Signs of Attraction”**, Anthropologist, David Givens, PHD writes that Mirroring Your Dates



Movements is a sure sign of attraction. He states: *“Many creatures in the animal kingdom use a principle called Isopraxism to establish rapport with a potential mate through mimicry. This can be seen in the synchronous preening of birds or head-nodding that lizards do, but since all living things find sharing a sense of likeness reassuring, it may come as no surprise that Isopraxism works wonders for bonding humans, too.”*<sup>50</sup>

A firm handshake while looking someone in the eye and exuding a warm, approachable smile sends off the signal that you are genuine, professional and trustworthy. However, change up this simple gesture with just a few, minor tweaks and another signal is sent off, with far less satisfactory results. For example: looking away while shaking someone’s hand comes off as dishonest and shady. Additionally, when you exhibit a loose grip while shaking someone’s hand, it gives off the signal of weakness and overall, lack of confidence. In each of these instances, the prospective business associate can formulate incorrect opinions of you before he or she has had ample opportunity to really get to know you.

Some higher education institutions teach the subject of body language as an elective.<sup>51</sup> In addition, many Fortune 500 companies use

body language professionals to coach the employees within their respective organizations on how to properly decode and implement effective body language tactics throughout their careers. The ability to decipher such body language and mannerisms in all their subtleties and variations is a beneficial, needful skill in today's ultra-competitive market. Mastering the skill of body language can advance your career, increase your wealth and grow your influence in society.

***The Hero Decoded: Understanding demeanor - manifesting externally the condition and status of the internal:***

All of this can occur as a result of the simple, unspoken statements we make every day without even realizing it. To



substantiate this further, we need only to consider the face masks of theater. These highly expressive masks portray the depths of human emotion from one end of the proverbial

spectrum to the other. Facial expressions and demeanor make powerful unspoken statements that can steer subsequent conversations and the relationships that ensue in a myriad of different directions.

Consider a typical shopping experience in an open market setting. We have a natural proclivity to visit the booth of a smiling vendor who is energetic in his presentation than we are the dismal looking individual who seems bothered by our presence at his booth. The unspoken message makes a much louder statement than his words could ever speak. It's human nature; we are drawn to those who desire to attract an audience.

***The Hero Decoded: Understanding gestures - how we act to elicit a response:***

Renowned motivational speaker and social media expert, Robert Velarde, whom is featured later in this book has a simple, yet effective practice he does with every audience he is engaging. He has

the audience stand to their feet and smile at him. He then gets them to smile at one another and this typically is followed by a few statements that prompt the group to laugh. It is at this juncture that the tension is broke, defensive walls crumble and the audience is then *ready* to receive his empowering message.

He has used this tactic successfully over his tenured career in relationship marketing and also within the Internet Marketing industries, respectively. Robert's ability to make technical subjects fun and interactive has grown his in-demand status and propelled his career to near, iconic status.

***Success strategies from a social media expert:***

As a social media expert and a prolific builder of relationships both online and offline, Robert Velarde's influence has taken him to the level of an in-demand, highly sought-after individual. He is a highly sought after motivational speaker, trainer and coach. His sessions are supercharged with positive energy, which has continually added to the growth of his higher caliber status. Yet, for all his tech savvy, relational knowledge and vivacious personality, it all begins with the simple gesture of a smile for top-tier professionals like Robert Velarde.

**Like in Robert Velarde's example above, our demeanor is closely akin to a thermometer-displaying on the outside the status of what's going on inside. While some have mastered the skill of compartmentalization and of hiding their emotions; it is not possible to completely exempt oneself from displaying his/her inner temperature readout at least some of the time. In other words, at some point our outer demeanor will *betray* our inner, emotional state.**

To the higher caliber person whose intention is to attract an audience and build a following, displaying the proper demeanor is absolutely essential. Though we may not be able to completely hide, cover or compartmentalize our emotions from ever showing through our demeanor, we can at least be constantly aware of how we are being perceived by others. In doing so, we can quickly change our demeanor

to exude warmth and a welcoming persona, even though inwardly we may be angered or under duress.

It is the often, seemingly underwhelming factor of the human element that allures an audience over that of being superficial and giving off a false impression. Just being real and genuine will go further with people than portraying ourselves as something we are not- perfect. Yet, we can still portray an ideal; a higher standard of living by operating under a grander cause. We can still learn to display how we wish to be perceived by others over that of our emotional status at that moment when tensions are in a heightened state.

***The Hero Decoded: Understanding impressions and perceptions -  
Choosing how others picture us to be:***

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**Impressions** and **perceptions** are extremely powerful forms of unspoken communication. They can set the tone for how a conversation will unfold or they can set the precedent for how an ensuing relationship will develop. People who are of an in-demand stature have learned how to give off the right impression like that of a flower, permeating a room with its invigorating essence.

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When the right impression is given off, it is refreshing, delightful and a joy to experience. Likewise, the wise, in-demand person has mastered the art of portraying the proper perception of him or herself to others. Though we may not be able to compensate for or control the various mental states of those we meet; we can learn to maintain how they perceive us through our conduct and conversation.

We may have heard it stated that “we will never have a second chance to make the first impression.” This cleverly constructed quote conveys a simple, yet profound truth. To “impress” or leave a lasting impression, it requires the simplicity of portraying and casting ourselves in a favorable light. Having favor among others is one of the first steps toward making the best, first impression. Equally as important as making the best first impression is keeping that same impression about us in the forefront of their thoughts, long after the introduction is over. We want them to walk away feeling *wowed* by our company and our character.

# Incorporate significance into menial things

Living life on purpose while pointing upward toward that higher calling helps create value and demand to make us the person of significance we were destined to become. Lasting impressions are formulated as we incorporate significance into seemingly insignificant things. When we go out in public, we dress as if to make a statement. When we enter a place of business, we take the higher road by smiling, putting our proverbial best foot forward and displaying positivity even where negativity may abound.



## ***A powerful first impression with profound implications:***

To illustrate this, the story was told of Dr. Nathaniel Wilson, pastor of a blooming church, a college professor, an author and dynamic motivational speaker, who was chosen to be on the presidential advisory board to former president, George W. Bush. Some of his duties required that he travel to Washington D.C., attend advisory panel discussions, offer advice and make social appearances at some of the upscale dinner banquets often frequented by those filling various seats of power.

At one such dinner banquet, the room was filled to capacity to the point that there were no chairs and it was standing room only. This precarious predicament left many, well dressed and important people standing around with no place to eat, relax and otherwise, have an enjoyable time of socializing in a relaxed



setting. Not surprisingly, many influential people were starting to complain and the overall mood of the place had become rather dismal.

Dr. Wilson being the positive, proactive person of action that he was, seized the opportunity and decided to do something about the situation. He left from where he had been standing and began to walk the length and breadth of the large banquet room, looking for a way to change the situation. There, folded away in the back were chairs! He then proceeded to grab the folded chairs, several at a time and set them out for those who were standing around.

This simple gesture changed the dynamic of the whole situation. Others started joining in, attitudes lifted and everyone who had been standing and complaining were now in a much more positive demeanor. This all occurred because one man turned a seemingly insignificant moment into something significant so that the movers and shakers in the highest seats of government were put in a much better frame of mind. It is possible that his seemingly insignificant act was significant enough that it empowered those leaders to make the right decisions to impact the nation in a positive way.

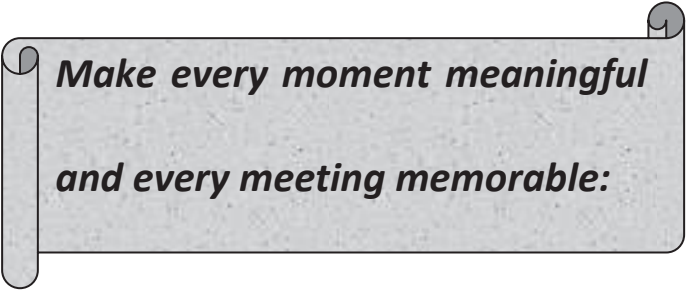
In doing so, the name and action of Dr. Wilson was solidified in the minds of these leaders so that they knew who he was. Through this gesture, several introduced themselves to him, exchanged pleasantries and a mutually beneficial relationship was formed from that moment forward. He made a powerful first impression that will not soon be forgotten all because of making something significant out of a seemingly, insignificant gesture.

Impressions are something we have direct control over in how we present ourselves to others via our appearance, actions or words. In doing so, we embody and represent the essence of who we are. We are responsible for the impressions that we make and leave behind, whether in a positive light or not. Therefore, it is beneficial to make a powerful impression on every occasion and to make it a lasting and memorable moment every time we're given the opportunity to do so.

## *Impressions fuel the larger-than-life persona*

The impressions we give off are essential forms of unspoken communication that ever work behind the scenes, stating our mission and describing our character to build up and create our desirable portfolio. We need only to validate the impression we give off with proven actions to strengthen our case as an in-demand professional.

Now, establishing and maintaining a proper, professional impression is not a one-time affair; it is rather a constant work in progress that requires diligence and persistence. Relationships, if left to themselves can easily become stagnant and devoid of life. Therefore, in our quest to set the right precedent in motion that result in a proper impression being established, we should ever tend and nurture them like a lush, fertile garden where all manner of good things grow.



***Make every moment meaningful  
and every meeting memorable:***

People will not follow someone because of an impression; however, they will open themselves up to that person giving off the right impression so that the act of followership is not far behind. When the in-demand, higher caliber person embodies the impression, loyalty is often awarded and followership is established by those upon whom the lasting impression has been made. Therefore, we cannot understate the power of a lasting impression; it is essential to making in-demand individuals even bigger than their larger-than-life personas could ever become.

***Perceptions: how others think of us:***



Perceptions are different from impressions in that they are formulated by others about us and we have no direct control over them. Nevertheless, they are still unspoken forms of communication that we can help influence toward the best outcome. Though closely tied to impressions, perceptions are how others perceive us and in essence, they are the impressions that others form about us. As such, perceptions are equally powerful forms of unspoken communication because they can cause others to share in our vision or shun us from view. In this respect, perceptions can make a powerful case to substantiate why others should follow us as higher caliber, in-demand persons of influence.

We may not be able to directly control others' perceptions of us, however; we can influence their perception toward us and set them in the right direction. The easiest way to do this is to be constantly aware and ever cognizant of how we are being perceived by others. To accomplish this, we have to be objective, free from bias and if at all possible, not influenced by emotional whims that we've all succumbed to on occasion.

A simple step that goes a long way in influencing others' perceptions about us is achieved by simply asking ourselves: "how do I look or how do my actions appear right now at this moment?" Although we cannot detach or disassociate ourselves from our views or actions,

we can compartmentalize our thoughts to see the world objectively, free from the taint of bias or opinion. Doing this empowers us to act in such a way so that the best course of action is embarked upon and the best outcome is achieved for all involved

***Our lives are conduits of energy, vibration and frequency***



Think of our lives as conduits of energy, vibration and frequency.<sup>52</sup> At any given moment, we are both, taking in and giving off signals of various intensity and strength. Signals and vibrations are invisible to the naked eye but are nonetheless, real and can be felt. One needs only to tune to the right frequency to receive these signals and their associated benefits.

As persons of significance and influence, we should give off positive *vibes* and emit the kind of signal that others desire to tune into. In the world of radio, the competition is so intense that every bandwidth and subtle change in frequency emits another signal that's being broadcast from yet, another station, striving to capture the largest margin of the listening audience. What makes one station successful and what causes another to fold is not the intensity of the signal but rather, the message embedded within the signal.

***Giving off the right signal:***

The message within the signal can be music in its various genres', it can be news or it can be talk shows in a variety of formats covering an equal number of topics. Some stations fail because the message embedded in the signal they are emitting does not *capture* their target audience. However, a new station can launch and immediately gain public favor because the message embedded in the signal being emitted is appealing to the listening audience.

Higher caliber people are successful at capturing the attention of others and thereby, growing their sphere of influence because they know their message and they know what their audience is looking for.

Hence, they know how to give off the right signal. They prepare, perfect, and plan their approach with relentless attention to detail to make sure they are emitting the right signal for attracting the appropriate audience.

***The Hero Decoded: Understanding hygiene- how you think of yourself:***



It goes without saying that hygiene is integral component for giving off the right first impression and drawing others to your cause. An individual lacking in hygiene and emitting an unkempt persona actually distracts and repels others away. Since our purpose is to attract and draw others to us, we should avoid being caught *off guard* when our hygiene is not at its finest.

Though it seems rather elementary to mention these items, it's amazing how many actually lack in this area. Remember, our purpose in life is forfeit if we fail to attract, influence and empower others to become all they were meant to become. To do so, we firstly have to show them our best! If you do the following, you'll have a fail-proof checklist in place for maintaining good, healthy hygiene that draws others in.

- ✓ Shower regularly
- ✓ Use deodorant religiously
- ✓ Dress appropriately
- ✓ Brush teeth and use mouthwash daily
- ✓ Freshen up repeatedly
- ✓ Check nose and teeth diligently (need I mention why?)
- ✓ Eat healthy
- ✓ Exercise hardily
- ✓ Add cologne or perfume sparingly

# Possess an innate magnetic quality

Higher caliber persons possess an innate magnetic quality that makes them near, irresistible to others. This irresistible quality lies embedded in the signal they are emitting in their actions, words and demeanor. The power behind the higher caliber person's reach and influence is found in the message they transmit to those who have tuned into their signal. It is a message that says: *"I'm going somewhere. I have something to offer that's bigger than you or I can imagine. Come follow me and I will take you higher and further than you've ever been!"* Transmitting a message of power, purpose and passion such as this is what makes higher caliber people significant and in-**demand**.

## ***Hero Techniques: Act as if...***

We can only be larger-than-life if we *act as if*... We may be struggling financially but as persons who are of a higher caliber, we still give off the signal that our situation is secure and fiscally fit. Our health may be failing but as in-demand individuals we emit the message that we are healthy, robust and doing fine. We could be facing dilemmas or our situation could even be dire but as persons of influence whom others choose to follow; we convey the message of calm and control. Since most of those within the reach of our frequency range are also facing similar circumstances, they are looking to tune into and follow someone who's already conquered the problems they are currently facing.

In choosing to act as if, it is not for the purpose of lying to ourselves or living in a state of denial to avert attention away from what's really occurring within our lives. Neither is the effort we undergo to live in this idyllic state intended to be a blatant misrepresentation of our situation; it is rather an active, ongoing choice to *sow the seeds* of the dream-life we hope to have until it eventually comes to fruition!

It's much akin to the concept of *"build it and they will come"*. If we prepare in advance of our expected outcome; it's like shifting our minds into top gear, which actually accelerates us toward that very goal.

*Are you ready to tackle your giants?*



***Hero Trade Secrets: To live large we must conquer large:***

In the quest to be high caliber people and live larger-than-life, we should be open to taking on those problems that equally appear larger than life. The reach of our influence can only grow as large as the seemingly impossible situations that we encounter and overcome. There is no limit to the reach of our influence other than the self-imposed limitations we place upon ourselves. We need only remember that the heroes of the past whose legacy and exploits still live on today- were once ordinary men and women who did something extraordinary.

They conquered the larger-than-life issues of their day, be it an undefeatable enemy that they likewise, defeated or insurmountable odds that they subsequently, overcame. In the process of doing so, they in return became larger-than-life individuals of power and influence themselves, whose legacy ever lingers on...

What will be said of us? Will we relegate ourselves to a life of insignificance or ready ourselves for a life lived in-demand? Let us choose the later. In the process of becoming a high caliber, high-demand person, we take on a larger-than-life persona by creating a legacy that outlives who we are right here and now...

While we cannot possibly know what we will become or just how much of an impact we will have on the lives of those within our reach, positioning ourselves now for optimal effectiveness will determine our measure of greatness in life. May we become the larger-than-life leaders we were destined to become and in so doing, contribute positive change to those entrusted to our care...? Are you ready to live life out loud and make some noise?

***Be Larger-Than-Life by Living OUT LOUD!***





## Chapter 8

### Harnessing Your Mental Potential

*"Your outlook in life determines your outcome in living" Darren Bocksnick*



***The Hero Decoded: Understanding mental projection - self-mastery of the mind:***



Achieving the status of high-demand is as much about mental projection as it is about physical presence. While we should command a presence and outwardly display those unique attributes that are typical of a person in high-demand, we must also be certain of ourselves, psychologically. Much of what we've discussed in relation to becoming a higher caliber person has to do with the external such as appearance, communication, our actions, etc. It is however, the internal from which people of demand and influence draw their true power.

**It's quite possible that a positive, mental outlook and a healthy lifestyle have resolved more physical problems than all the medical research and over-the-counter prescriptions combined.**

Our mental state of being is equally, if not more so, of greater importance than our physical state of being. To be truly effective and empowering, the higher caliber person should exercise vigilance in keeping his/her mental state healthy and in optimal condition.

When these key components are properly positioned in their rightful place of prominence, the possibilities and opportunities that await us are unprecedented. Quite simply, if we are to be regarded as a higher caliber person, we must learn to harness our mental potential.

***Hero Tip: Possess and portray an air of confidence:***

It is a sight to behold when a person who's learned to harness his or her mental potential enters a room. Such individuals possess an air of confidence that is both visible and tangible. This air of confidence is not something that stems from a sense of pride or ego but rather from a deeply grounded conviction of knowing who they are and of where they are going. The magnetic quality emanating from within a person in high-demand reflects outwardly and draws people in. Once people are drawn in, they are compelled to follow because of the

inspiration and empowerment they feel radiating from the person in-demand.

***Mind over matter:***



It has been proven time and again that a man or woman's physical bodies can be pressed to the limit and circumstances can be at their most dire but through sheer mental fortitude, they can overcome and pull through victorious. We've all heard the phrase: "mind over matter". The history books are replete with tales of those ordinary individuals that we now deem as heroes, who survived the impossible and overcame all the odds against them. Contrary circumstances did not define the quality of their character; it was the defeating of those circumstances that proved the indomitableness of their minds over that of their bodies.

For, even when our bodies have failed us and physical strength has evaded us, it is then that pure will power and mental fortitude can engage to save us from certain, inevitable outcomes. Hence, such men and women have repeatedly discovered that how we think and the mental projection we give off really can overcome matter.

***The greatest computer ever designed:***

The human brain has been described as the greatest computer ever designed. It can process information in nanoseconds and deliver the appropriate signal to the rest of the body to respond accordingly to the environment or to whatever external stimuli it is exposed to. Just as a computer, the human brain can be programmed to think and process information in a certain way. It can be taught how to react to certain influences and it can develop patterns and responses based on memory from the first time it experienced a particular stimuli. In this same fashion, the human brain can also be re-programmed, to in a sense, course-correct itself. If certain patterns or learned responses are damaging and not conducive to its development.

**In addition to controlling the delicate bodily functions that keep us alive and well, the brain also controls our overall well-being. Our attitude and outlook have a direct effect on our physical and mental health.<sup>53</sup> It is medically correct to conclude that how we think and what we set our minds upon can literally influence our situation and as such, have an impact on our world and physical, well-being accordingly. In other words, our outlook and attitude can determine our reality and outcome in life. Therefore, it behooves us to make sure our attitudes and outlook are properly aligned and focused on the right things. Once they are, our reality follows suit and the outcome that follows is just as our thoughts have planned.**

***The neural network:*** there exists within the human brain a process known as the neural network. This description made popular by the documentary, "What the Bleep Do We Know,"<sup>54</sup> is a clever way of describing how thoughts can impact and influence outcomes.

This complex system of inter-connected neurons sends off signals to various parts of the brain. Each signal has an effect on different bodily functions or on the brain itself in how it processes information. Neurologists and scientists have concluded that much like

an electrical signal follows a pre-established “path” from the power source to a component requiring power, so also does the brain. As we learn, develop patterns and become settled in certain activities or thought processes, the brain’s neural network also learns this pattern. It then defines this pattern as the pre-established path the signal/charge will travel going forward.

***Hero Trademarks: Outlook determines outcome!***

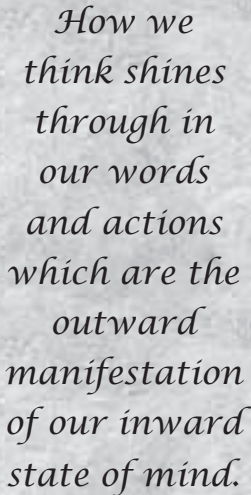


***Determining outcomes through pre-established thought processes:***

This path may not be the best or most direct route and it may even be restricted, but because we’ve settled into a pattern of thought and action, the brain’s neural network likewise settles into the pre-established paths we’ve determined it to travel.

We see this occurring all around on a routine basis. Individuals who are defeatist in nature or self-inflicting via their outlook and actions, have fallen into this pattern that is non-conductive to their development. Others are prone to anger and lashing out to those closest to them. Some are habitual, repeat offenders in giving in to addictive vices that have continually led them further away from the path of progress.

Why is this? The answer is simple: they’ve programmed their brain through establishing pre-determined paths within the neural network to think and act accordingly.



*How we  
think shines  
through in  
our words  
and actions  
which are the  
outward  
manifestation  
of our inward  
state of mind.*

Knowing the power that our minds and thought processes can have in determining outcomes is reason enough to give it just audience. For those of us desiring to be of high caliber and high-demand, it is essential to safeguard our thoughts with utmost regard. Thoughts formulate actions based on the pre-established signal paths we've designated for them. These in turn, translate to patterns of behavior that can only be reversed, directed or course-corrected through mental re-mapping or reprogramming.

While transforming those "bad" behavioral traits into something better is certainly a welcome notion, there is another, equally impacting notion to consider. We can all equally benefit from taking something that's already in a good state and start improving on it to make it even better!

***Hero Tip: While safeguarding, don't stop aspiring:***

While safeguarding our thoughts is essential to attaining a high-demand profile; it is also, somewhat short-sighted. There is a higher purpose to aspire toward in our quest to be a higher caliber person of significance and demand. Harnessing the power of our thoughts to achieve our goals and attain new heights of success is the higher purpose we should fixate our focus upon. For in doing so, we increase our value to others and thereby, become more in-demand to our friends, fans and followers alike.

***Hero Trade Secrets: Learn to channel your mental faculties:***

Channeling ones' mental faculties can have many benefits. Increasing one's favor with people is one such benefit. Another benefit has shown to be in an increase with regards to sales and commissions. Others have testified of promotions, bonuses, and countless other benefits that are directly attributed to unleashing the power of their mental faculties.



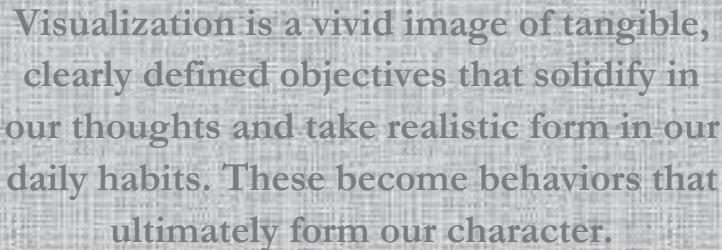
Life coach and N.L.P. (Neural Linguistic Programming) instructor, Kalani Thomas has used this technique in sales' training classes and in life coach sessions with great success. In addition to consistently breaking sales' quotas and procuring top-tier negotiations at the executive level with major firms, he also launched Mental Empowerment, to teach others how to unleash their mental potential. With special focus on relationships, success strategies and business consultation, Mental Empowerment is a powerful component in growing one's in-demand status.

While venturing into the topic of mental potential, we quickly realize the depth and breadth of the subject matter can easily take the sojourner down many paths, with equally as many side excursions. For the sake of time and the topic at hand- to become high caliber persons who are in-demand, we shall only embark upon a few of these interconnected paths with the hopes that by journey's end, we will become that which we seek.

Ultimately, our mental faculties are what will empower us to come out ahead as the victors in life that we were intended to be. By maintaining a proper perspective, a positive mindset and a progressive vision of the future, we are adequately equipped to handle whatever life or circumstance presents us with. Below are "paths" to get us there:

***Mental Potential Paths for the Hero in High-Demand:***

**Path 1- Visualization:** Through visualization we portray the goals and the dream-life we've *envisioned* for ourselves and bring it into fruition through our communication, decisions and actions. This vision encompasses those things we hold dear and that define our deepest longings so that what we dream and imagine eventually becomes our reality. We further expound upon this dynamic of dreams becoming reality through empowering others to partake of it and experience it for themselves.



Visualization is a vivid image of tangible, clearly defined objectives that solidify in our thoughts and take realistic form in our daily habits. These become behaviors that ultimately form our character.

***The dream life, re-envisioned:***

The story was shared with me by Jim Bellacera: author, motivational speaker and founder of the Successful Thinkers' Network. Jim had made his early fortune in a major MLM company and he quickly became one of the leading distributors in the country. He was one of the top earners in the company and had the fine cars and a mansion to show for it. There were numerous interviews and public speaking engagements to attest of his well-deserved success. However, through a series of misfortunes, he nearly lost all that he had worked so hard for in his early years. To live life never having experienced success and fortune is struggle enough in itself but to go from not having wealth to having it in abundance only to lose it is a struggle very few can endure, let alone overcome.

It was during this time of struggle, when even getting up in the morning to face the day became a challenge that a vision was born and took form. One day during this *down period* when loss and struggle were the norm, he couldn't sleep. Though, it wasn't the pressure of debt and financial difficulty that kept him awake. It was rather, the



dream of success that still burned and stirred in his being that kept him tossing and turning that night.

Unable to sleep, he got up and started gathering every magazine he could find throughout the house and laid them out on a table. There were real-estate magazines, boating magazines, exotic car magazines and others that all depicted the finer things in life that success and wealth could only make possible. He had known the life of success and wealth in the past and still believed he was worthy to live his success dream-life again.

***A must have for every success-seeker- the vision board/vision card:***



So, he began to cut out pictures from the assortment of magazines in various sizes; some of cars, some of yachts and others of mansions. He then began to glue the cut-out pictures on a flashcard. He filled the flashcard front and back and from that moment forward, it became a staple in his daily routine. He placed

the flashcard, aptly named a vision card in highly visible areas so that he would see it at numerous intervals throughout the day. In addition, he took the vision card with him and kept the vision, the hope and the dream of success ever present and before him.

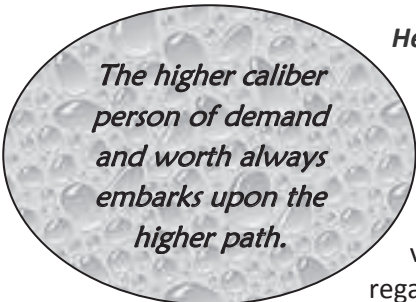
Every day he looked at the card and dreamed of the success calling out to him from the pictures on the card. The pictures stirred in him the passion for success, fueled the vision of success and moved him to act upon the success-vision depicted in the vision card. As he visualized the success life from the pictures on the card, the vision soon began to take form in his decisions and actions. Ultimately, this vision of success became habit forming so that eventually, it became second nature and part of his character.

## Possessions- Inviting your Vision into Fruition

Jim proceeded to tell me that within three years, he had **all** of those items: notoriety, exotic cars and a mansion too. All of this transpired as a result from visualizing those items on the flashcard. He envisioned having those things for himself and it happened! Jim visualized the life of success and all that it entails and within a short time frame, his vision became his reality. He literally attracted success to himself and envisioned his way to the dream life he formed through his thoughts and actions. This is the power of visualization!

**Path 2- Projection:** Mental projection is the technique of outwardly portraying the image or message that we desire others to see and receive. With relation to becoming a higher caliber person who's sought after and in-demand, learning and adopting this needful skill will accelerate your success in your personal world as well as in the professional realm.

One may ask why learning such a skill and technique is beneficial. People may find affinity with someone whose ideals are similar to their own but they are drawn to someone whose ideals attest of a higher purpose. The need to be part of something bigger than themselves will compel such individuals to reach higher, go farther and delve deeper than if such a purpose was non-existent. As higher caliber people, we should recognize this innate human need to be part of a worthy cause, and then structure our actions accordingly to accommodate this need.



*The higher caliber  
person of demand  
and worth always  
embarks upon the  
higher path.*

**Hero Tips: Always take the higher path:**

Too often, we may find ourselves acquiescing to the tendency of venting and releasing our emotional whims. We are human after all. Offenses can trigger vindictive reactions, and confusion regarding a matter can render distrust.

The emotional quest to fill the need of belonging or to seek out

validation can quickly turn to disappointment and regret. Such emotional whims comprise an endless list of “what if” scenarios, which NEVER lead to any worthwhile outcome of notable merit. THERE IS NO HIGHER PURPOSE OR WORTHY CAUSE to be gained in such situations.

### ***Setting the ambiance:***

Rather than give in to such fleeting, fickle emotions, the person of high caliber projects outwardly in conversation and action that he/she is part of some higher cause. There is an incalculable power in positive mental projection that can change the entire mood of a potentially negative situation. Since persons of high caliber are naturally expected to take up the mantle of leadership, the mental projection they exude can set the ambiance for the entire group or occasion.

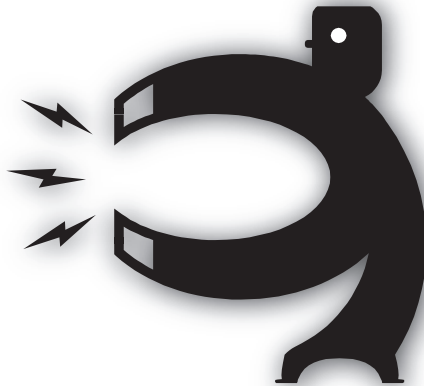
It's an easy transition for an audience to heed and likewise follow a leader whose very influence has changed the entire dynamic in a social setting. People are naturally drawn to positive individuals. It is their positive magnetism that naturally draws others and changes the entire room setting to that of their own- positive. When this occurs, great accomplishments can be wrought and life-impacting changes can be set in motion. The high-demand person sets the ambiance of an entire group or meeting since he/she *is* the ambiance of positivity personified.

### ***Positive Magnetism***

### ***Projecting the vision:***

Just as a film projector takes an image and projects it outwardly to some fixed reference point or location, so also a person of high-demand should project a vision and solidify it with a fixed point of reference. Filling humanity's need to belong to a worthy cause

is made more tangible and real when the vision is constantly projected before them or a completion date is affixed to the vision. People will be



willing to follow you once you have projected the vision clearly enough for them to aspire toward. However, the projected vision only becomes real after you've provided them a completion date that's tangible and within reach.

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*Projection is vision made manifest. It is the art of breaking down one's grandiose dreams and visions of greatness into smaller, more manageable components. Through projection we put wings to our vision and set it to flight.*

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The power of projection is what validates our vision with tangible results but more importantly, it enables us to replicate the process of visionary fulfillment in others. We become mentally empowered as we put the power of projection to use in our lives.

**Path 3- Affirmation:** Affirmation is the acquired skill of convincing ourselves we are indeed worthy of whatever benefits are set to come our way as a result of our vision. Through affirmation we lay claims of ownership to the vision and all its associated rewards. Greater still, it is through affirmation that the vision materializes with each thought and word of positive reinforcement that we feed it.

**Affirmations: speaking your world into existence**

Typically, affirmations are associated with audibly speaking our positive thoughts to help solidify them and bring them into fruition. However, true affirmation encompasses much more than merely the words we speak. Real affirmations firstly find their origins and thus, the source of their true power in our thoughts. We must intentionally and

concertedly think our beliefs, hopes and aspirations into existence before speaking them audibly. Yet, those beliefs, hopes and aspirations are given sinew and bone the moment we begin audibly speaking them for ourselves. It is then that the rest of the universe begins to take notice.

***Belief with intention, belief through expression, belief in motion:***



At that moment, we can learn to harness those affirmations and control their outcomes with our actions.

An affirmation in itself is the power of belief with intention. The follow-up then to that belief or mindset is the audible reinforcement we pack behind it. This is the power of belief

through expression. However, it is when we mold our actions and align them with our affirmations where the real *magic* happens. This is the power of belief in motion.

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**Hero Trade Secrets:**

Belief in motion is possibility without limitations. It transcends beyond merely convincing ourselves repeatedly of what we already know, for it ventures into the unknown and taps into sources that defy the confines of our understanding, even bordering the miraculous.

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***The universe at your disposal:***

The power of affirmation is like taking the universal law of belief and putting it to work on our behalf. It's as if the very affirmations we speak and the actions that follow have gotten the attention of the universe itself. Something resonates within the power of an affirmation that seems to attract all the good things that the universe has in store and makes them available for us to enjoy. We need only to embrace all the blessings and believe ourselves worthy for it is then that our vision will be made manifest.



As we open up the doors of possibility through affirmation, we create a welcome environment for mental empowerment to reside. Once we've created such an environment, we begin to take on the attributes of a mentally empowered person who knows his/her purpose and place in the world. Soon, we begin to **see** the world through the lens of empowered thinking, where every possible situation can have a positive outcome, regardless of how things may **appear**.

**Hero Trade Secrets:**  
This is the power  
of an affirmation-  
to audibly,  
mentally and  
actively create the  
outcomes of our  
choosing by firstly  
believing it  
inwardly to the  
point that it  
materializes  
outwardly.

The mentally empowered person is he or she who positively forces his or her will upon the environment to shape circumstances to their desired state. Since their worldview is in a heightened state of positive awareness, mentally empowered individuals have this advantage: They are able to clearly "see" where the path leads to best determine the most optimal route for reaching their intended **Successstination!**

### **The Mentally Empowered Individual:**

The mentally empowered individual is he or she who can face any obstacle or setback and still come through victorious. Mentally empowered individuals carry themselves with an air of certainty, for it has been uncertainty in the past of which they came through triumphant that tempered their present stance with steely resolve. As



we consider this, it quickly becomes apparent that mental empowerment is a state of mind that each of us should aspire towards.

In striving towards that thing of which we desire the most, we often become the very thing itself. As we continue to embark upon the journey of becoming that sought-after person, who is in-demand, let us exercise the art and act of mentally empowerment. For in doing so, we become the very thing we seek after.

***Hero Tip: Dismal circumstances make for ideal conditions:*** Society in general is laden with enough uncertainty that it's a wonder it continues to function. People are uncertain about their financial futures, the economy, world affairs and their children's education. While this may appear as a dire, dismal set of circumstances to the untrained eye or weak of mind, to the higher caliber, in-demand person who has learned to harness his/her potential, such circumstances are ideal conditions for great things to transpire!

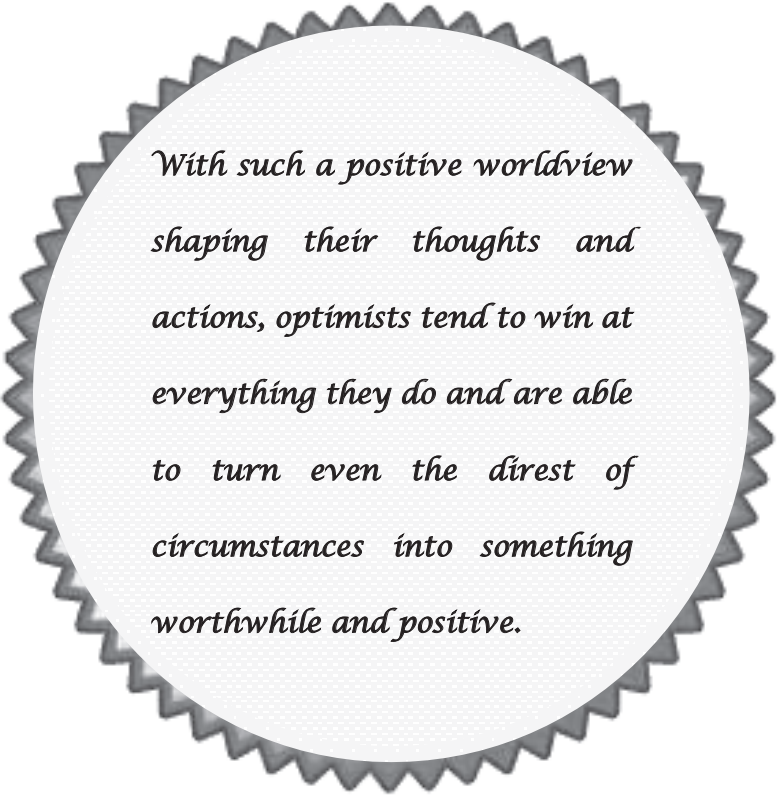
This then brings us to the various attitudes and outlooks that we can choose to live by or we can choose to live without. How we choose determines if we become that mentally empowered individual who is highly sought after and in-demand or if we succumb to weak-mindedness, only to eventually fade into insignificance.

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### **The Hero Decoded: Attitudes and Outlooks:**

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**The Optimist:** The optimist is the proverbial life of the party. He or she brings a cheery mood and upbeat, vivacious attitude with them wherever they go. Their positivity shows through in their actions and people tend to flock to the optimistic person. Whatever circumstances have forged them or life lessons have molded them, they have chosen to be happy in every situation.



*With such a positive worldview shaping their thoughts and actions, optimists tend to win at everything they do and are able to turn even the direst of circumstances into something worthwhile and positive.*

To the optimistic person, the world is a place of possibilities, dreams, hopes and aspirations. – Characteristics of an optimist are: positivity, possibility, confidence and having fun.

**The Pessimist:** The pessimist is inherently negative in most circumstances. He or she views life through the disappointments and setbacks they've encountered along the way. Their mental outlook tends to be a form of self-fulfilling prophesy in that circumstances and outcomes tend to develop just as they've thought them out. They are easy to spot in a crowd for their negativity reveals itself in their often, sullen demeanor and defeatist conversation.



- Characteristics of the pessimistic person often entail being judgmental, disdainful, doubtful and sorrowful.

**The Realist:** The realist views the world through practicality and common sense. He or she accepts circumstances for what they are. They tend not to take a positive or negative stance on circumstances but rather to let things unfold, regardless of the outcome. While taking a pragmatic view when life has dealt them a bitter blow often helps them refrain from sinking into negativity, it also limits the positive that can come from such circumstances. To the realist, having a positive outlook is not always practical, so they often limit their development and potential to become something better. They are easy to spot in a crowd because of their indifference in a matter as well as their inability to take a positive or negative stance.

- Characteristics of a realist are indecisiveness, pragmatism, common sense practicality.

### *Peace + Activist = Pacifist*

**The Pacifist:** Individuals who are pacifists differ from realistic people in that they avoid confrontation, conflict and otherwise, negative circumstances as much as possible. While they too have an outlook that tends to accept things for what they are and to allow circumstances to unfold as they will, the pacifist will go a step further to avoid the negative, if at all possible. Pacifistic individuals are still



drawn to the positive, although they don't always seem to possess the wherewithal to change negative circumstances into positive ones for themselves. They are also easy to spot in a crowd because of the concerted effort they make to avoid confrontation in every situation.

- Characteristics of a pacifist are peaceful, non-confrontational, tolerance and pleasantness.

**The Elitist:** Those with an elitist view of the world tend to see themselves as superior or privileged. As such, they tend to expect to be treated in like manner, as if some special endowment was due them. Because of the elitists' view, they also tend to be condescending toward others. Though, this condescending attitude is not just fixated upon people; it is also fixated on the decisions and actions of others as well. Since elitists see themselves as somehow privileged and their actions as superior, any other action or decision by another is deemed as inferior. Those of the elitist view are easy to spot in a crowd, since they will most likely behave in a detached manner, observing their surroundings through a critical lens of condescending perspective.

- Characteristics of an elitist include articulation, educated, haughty, egotistical, and they can act in a condescending manner.

**Purists among us see some higher good or purpose behind circumstances and events.**

**The Purist:** Purists among us see some higher good or purpose behind circumstances and events. They don't always connect to every day, common things or people because their mind is elsewhere, seeking that higher purpose. While typically amiable and pleasant to be around, they tend to appear as a bit aloof or disconnected. They also tend to give lengthy explanations and philosophical dissertations on topics that aren't always catering to everyone's interests.

- Characteristics of purists are aloofness, spirituality, philosophical and attention to detail.

**The Analyst:** Analysts calculate in quiet and seek answers through weighing odds and tallying data. To the analyst, life is viewed as an equation and every day decisions and actions are small fractions leading up to the grand equation. They don't see a spiritual component or a pragmatic element to life; rather they see life as a set of problems in need of solving. Analysts tend to be slow at decision making since they are still most likely, compiling enough data to feel secure in making a decision. Their studious manner makes analysts a challenge to win over

since they will firstly need to prove what they've been told with verifiable evidence. However, if given enough irrefutable data, analysts make for powerful allies once they've proven the truth of a matter with facts and figures.

- Characteristics of analysts are: studious, data-centric, calculating, indecisive.



***The Empowered Mentalist:*** Becoming the empowered mentalist is the desired attitude and outlook for the individual seeking to be in-demand and influential. Much like the optimist attitude, the empowered mentalist views the world as a place of possibilities and opportunities. Life is a daily adventure, full of excitement and expectation. Their positivity shines through in their actions and they are invariably, desirable to be around.

The difference between the optimist and the empowered mentalist is this: the optimist is generally content and happy with his/her life but is not always cognizant of others around who could also benefit from that positivity too. Whereas, the empowered mentalist actively seeks to improve the lives of those within his/her influential reach. Empowered mentalists make it their mission in life to share positivity and to communicate to others about the possibilities inherent within. They take the higher road to teach others by example that the way of optimism is the better, more beneficial way.

**Hero Trade Secrets: Higher Thoughts = Higher View, Greater Demand**

The dynamic that exists between one's thought process and the reach of his/her influence cannot be understated. As we give ourselves to superior thoughts, we form a higher outlook and worldview. Through this higher worldview, we begin to act and conduct ourselves accordingly. We view circumstances and our surroundings as a mission in which we improve ourselves or improve the lives of those within the reach of our influence. In doing so, we thereby grow our reputation and earn favor with people. Once this threshold has been crossed, our influence and demand subsequently grows and we will have a following.

This is truly the objective of individuals in high-demand; to bring others along on the journey of improvement and empowerment. Only those individuals who've walked the higher path of self-improvement can be granted the right to teach others how to do the same. Those who've learned how to harness their mental potential through superior thinking will inevitably be in high-demand; the influential leaders of today and the world-changers of tomorrow.

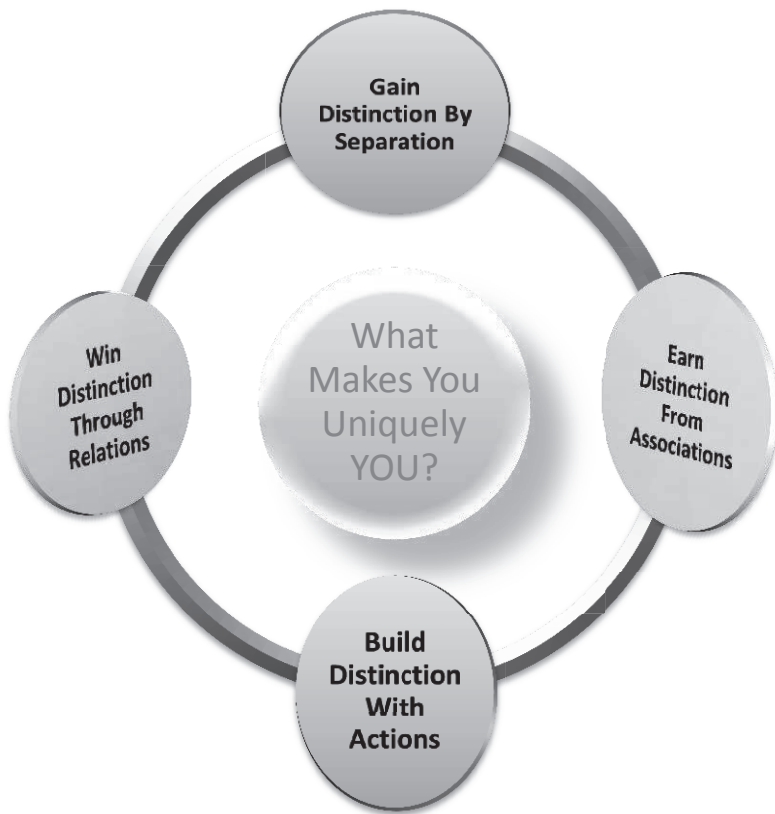
Likewise, the professional hero operates within this higher realm of mentally-empowered thinking. The mentally-empowered, professional hero keeps every thought oriented toward the positive and steers clear of any line of thinking that falls outside this higher plane. When you think, speak and act accordingly on this higher state of mental well-being, your life follows suit. Let your true, heroic colors shine forth in your personal thoughts and manifest themselves in your professional actions. Only then can you truly soar to the unprecedented heights of success that await you!



## Chapter 9

### Showcasing yourself to a World Unaware

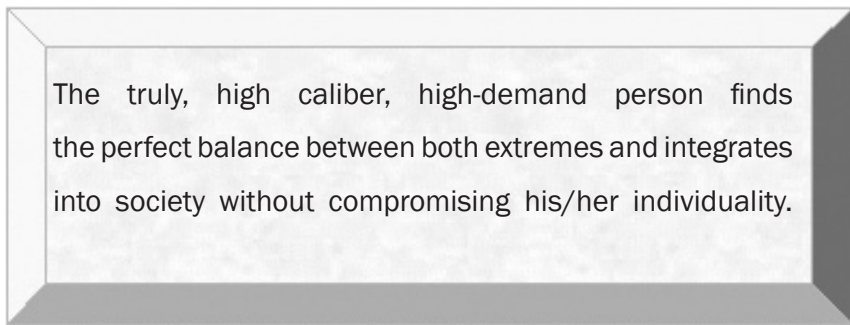
*"Script in your own success then act out all the parts"* Darren Bocksnick



***Hero Trademarks: Individuality - the differentiating characteristic:***

**I**ndividuality comprises the core essence of who we are. From the style of clothing we prefer to the genres of music that we enjoy, each of us has an innate need to be different, to stand out and to make our presence known. It is this single differentiating characteristic that showcases the superiority of humanity over that of other species. The ability to exhibit intelligence in all its varying degrees of expression such as academics, art and vocation places humanity at the top of the proverbial chain.

Though, we emphasized in the first few chapters that one of society's most pressing needs is to belong and be part of something greater than ourselves, it is paradoxically on even scale with this inherent need to express our individualism. This duality of nature is ever present, vying for our allegiance and attention.



This chapter celebrates our individuality: that echo of independence which still resonates in our being. Listed below are a number of ways in which we can learn to showcase our individualism while still remaining connected and committed to our social obligations. Perhaps nothing describes this celebration of individuality better than Business Branding and Personal Branding.

One source stated it like this: ***"Your brand is the unique personality and identity of your company that sets it apart from others in the same market niche. It's the persona your business presents to the world".***<sup>55</sup>

### **Hero Tools: Business Branding:**

Experts often analyze the marketing trends of today's most popular and profitable companies. In analyzing the trends, they look for patterns



that can be replicated or business models that can be duplicated in the hopes of recreating the effect. Though the products differ and the strategies vary, the results are always the same- a status of demand is achieved by the company that makes them an inseparable part of the lifestyles of their respective, target audience. In essence, these companies and their popular product offerings create a cult following.

According to MSN Money expert, Michael Brush, he writes in his article "7 Companies with Cult Followings": *"Cult products convey membership in a cool*

*group. They signal status. And they're hard to quit."* He also went on to state: *"In fact, cult customers are willing to pay extra for a prized product. They also act as brand ambassadors, providing free word-of-mouth advertising. While a following like this doesn't guarantee a company will succeed and its stock rise, it certainly helps."*<sup>56</sup>

Businesses spend millions, even billions on protecting and marketing their brands. From the innovative design of their logos, to the unique wording of their signature mottos, businesses make branding a vital component of their success strategies. It is no secret why McDonald's "Golden Arches" makes them one of the world's most instantly recognizable brands: they have spent billions ensuring that the French fries inspired logo in the pattern of arches create the intended effect- incite hunger while offering fast, "heavenly" convenience.

Even when there is no cult following creating the brand demand, the power of branding is still shown to work as in the example

above, regardless of economical conditions, health concerns or intense competition. Certain brands are fused into the fabric of society, so that they're as much a part of our lifestyle as we are contributors to their unrivaled success.

### **Hero Tools: Personal Branding:**

**Showcase your talents:** individuals who wish to showcase their talents or to grow their business should understand the power behind personal branding. Personal Branding gives users an Internet ID along with a physical "signature" in a sense, so that their product and thus, their business becomes one with their name. In doing so, the brand carries the individual and makes him or her somewhat of a household name. In contrast, without branding, that same individual can lose relevance and affinity with his or her audience so that their in-demand status fades over time.

### ***From Icon to Global Phenomenon:***



Take for example, Carlos Santana<sup>57</sup>; that iconic guitarist from the 60's, who has not ceased to produce chart-topping hits in every decade and who as a member of the Rock Hall of Fame- has won 10 Grammy awards along with selling over 100 million records. Perhaps, as no other musician has done, Carlos has mastered the art of personal



branding and in so doing, became an icon that ultimately turned into a global phenomenon. Carlos Santana has a line of women's shoes<sup>58</sup> and accessories named after him. He also dons a signature guitar, signature guitar strings, hats, hand bags and percussion instruments named in his honor.

### ***Building up the Brand:***

As if the above mentioned accomplishments were not enough to attest of Carlos' marketing genius, he also has his own line of restaurants called "Maria Maria" along with a brand of sparkling wine that touts his signature too. Add to this, his philanthropic activism in giving to causes such as Hispanic education, Greenpeace, American Indian college fund, rainforest preservation and Amnesty International to name a few and Carlos Santana has "become a cultural event, transcending genre, crossing cultures- creating the music that has become the soundtrack of the world."<sup>59</sup>

## **The Hero Decoded: Secrets of Success:**

**Hero Techniques: Combine personal branding with global standing:**



The secret to Carlos success is more than just his name, his music, his guitar style or his legacy; it is the strategic way he has attached his name and thus his involvement to

things bigger than himself such as in giving to the many causes he has been actively involved in over the years. In music, he attached his name to one of the world's foremost manufacturers of fine electric guitars- Paul Reed Smith guitars<sup>60</sup> and now he has a "PRS" edition guitar in his name. To further his "brand", he added his name to one of the largest producers of premium guitar rings- "GHS"<sup>61</sup> and now there is a version of GHS strings with Carlos Santana's name backing the brand.

***Branding has no Borders:***

Secondly, it was his vision to cross musical genres with a style of music that was global, cosmopolitan and “without borders” that helped

Brand development is much like the process of achieving critical mass. Once we reach the level of brand recognition, it's a point of no return where brand loyalty is inevitable.



contribute to his larger-than-life persona. The music both defined his style and his style defined the music. Every Carlos Santana song is instantly recognizable as truly, a signature Santana

song. His sound can't be replicated nor would any musician within his or her good sense, attempt to do so. For Carlos Santana is more than an artist, or a musician; he is a global brand of epic proportions whose music and legacy defies borders and knows no boundaries.

***Making application:***

In drawing parallels from the example above, we cannot overstate just how integral that personal branding is to one's in-demand status. To really stand out from the crowd and become the in demand person you were destined to become, you must master the art of personal branding.

The degree of effort you put forth in developing your brand is what will separate you from the masses. Personal and business branding is then in this respect, much like the finishing touches of an artist's finest work just prior to its unveiling to the public. Our brand is our life's finest work on grand display before an exclusive, discerning audience. Therefore, it behooves us to make sure our brand is painting an accurate picture and representing us in the proper light.

***Hero Tools: Tips and Techniques for Branding Yourself:***

One of the primary goals of branding and/or personal branding is to leave a piece of ourselves, our work or what we represent behind with our intended audience. Essentially, branding is to impress the weight of our influence upon those with whom we hope to persuade to our side. Branding is much like the silent negotiator; it subtly works behind the scenes and establishes our *position* without force or coercion.

How we present ourselves and how we position ourselves is akin to leaving behind a *footprint in the wet concrete* that all who come after us will know us by. What *proof* of your visit have you left behind? What action steps have you taken to ensure your brand is forever forged in the forefront of your audience's minds?

- ❖ Maintain an active online presence across multiple channels and on a variety of fronts.
- ❖ Develop a unique logo, insignia or moniker that best represents you and your message.
- ❖ Copyright or trademark your "brand" if possible to protect/maintain its integrity.
- ❖ Convey a consistent message that solidifies your stance/view on relevant subjects.
- ❖ Engage your followers/fans in dialogue and keep them updated with items of interest.
- ❖ Frequently attend business meetups or social mixers for networking and collaboration.
- ❖ Make a memorable entrance in public settings to instantly separate you from the crowd.
- ❖ Create some unique call sign, buzz word or catchy phrase that is identifiably yours.
- ❖ Become a people-person and develop the skills to be an interesting conversationalist.
- ❖ Perform some unforgettable act or be involved in a notable project of epic proportions.
- ❖ Align yourself with other influential, upstanding leaders and attach your name to theirs.
- ❖ Ensure you are receiving proper credit and merit for your work
- ❖ Be memorable in your actions, selective with compliments and unforgettable in speech

### ***The Brand Finale:***



Just as artistic excellence precedes a masterful work, personal branding precedes the masterful work of making you stand out from the crowd. Personal branding is much like what a paintbrush is to canvas or a fine musical instrument is in the hands of the prodigy. We are conveying the picture, the message and the *music* to the world that we choose for them to see and hear. Personal Branding paints our portrait and writes our musical

score as perhaps, no other discipline can do.

We need only to spend the time honing in on our craft so that excellence is brought forth at every level and so that our name; hence, our brand is spoken of in celebrated tones. As if some grand performance on an epic scale was being conducted by masterful hands, personal branding can leave a memorable mark on those who've experienced your *brand finale* at its finest...

### **Hero Tools: Unleash your Inner Entrepreneur:**

The entrepreneurial spark innate within you is not doused by disappointments nor snuffed-out by setbacks. Rather, it grows moment by agonizing moment until it completely engulfs you and the flames of potential consume you to action.

Here are a few defining characteristics of a true entrepreneur. Read through and ponder them so you can discover the inner entrepreneur within that's vying to be unleashed.

**1) You May Be an Entrepreneur if you are driven by a burning, insatiable desire for something better and something more:** This pioneering seed latent within you may have been dormant, hidden and undiscovered or worst; it may have been covered by layers of neglect. Yet, it fights for life and for the light of a new day to dawn.

Some may perceive or label you as overly-ambitious and others may be intimidated, even jealous over your drive but what they cannot perceive or possibly know is that you must act upon your entrepreneurial instinct to press on toward new heights. For, to the entrepreneur, to do anything contrary is tantamount to being stripped of his or her potential. Such is the angst of an entrepreneur; he or she must continuously strive to satisfy that hunger for success until something gives and the situation turns to their advantage.

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**2) You May Be an Entrepreneur if you are never completely satisfied or contented working for someone else:** To the entrepreneur, working for someone else is a temporal, transitional obstacle at best, and an utter, unresolved disappointment at worst. Entrepreneurs make both the best and worst employees. They are some of the best employees because they have a natural proclivity toward business and their modus operandi is fueled by principles of success that tend to make them *above the grade*.

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However, they make the worst employees because they know what opportunities await them and what unfulfilled dreams still vie for their undivided attention. In this respect, they are never truly passionate about another company's product, service or vision since invariably, it is not their own. If left unresolved, those with an entrepreneurial nature become indifferent and intolerable as employees, to the point they are difficult to deal with...

Such is the struggle of entrepreneurs; they are like **square pegs** being forced into society's round mold and are never quite able to adapt. They may be

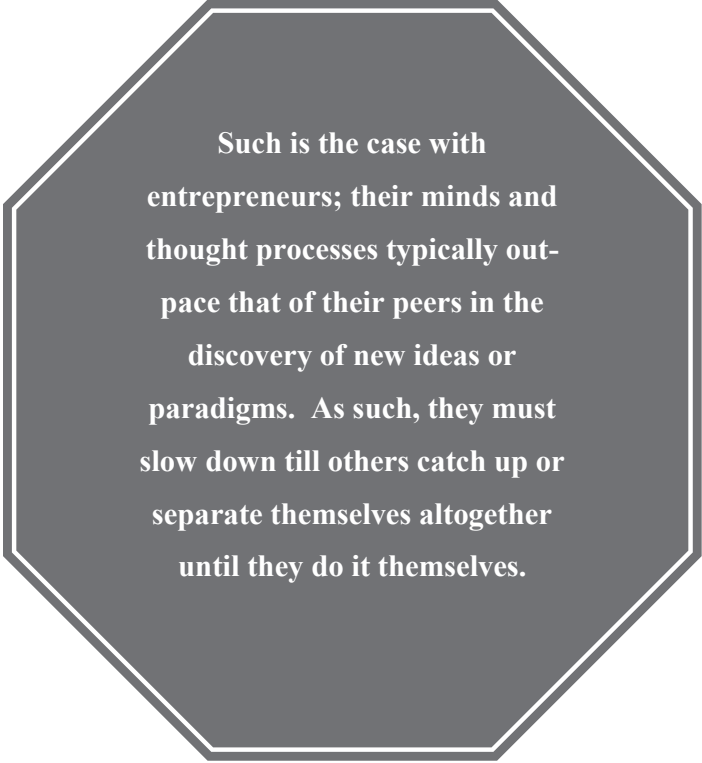


temporarily *forced* by reason of job status to make the transition to mere employee but deep down they know they must heed their heart's calling to chart their life's course and chip out their niche.

**3) You May Be an Entrepreneur If you are a perfectionist or have a low tolerance level for ineptitude, incompetence and inefficiency:** Entrepreneurs are by nature, achievers. The entrepreneur's desire to achieve goals and see his/her dreams come into fruition is unparalleled. When dealing with individuals who don't seem to possess the same drive or determination, entrepreneurs become annoyed and impatient to the point of being unbearable. Since seeking perfection in all they do is the gauge by which they measure and thereby, scrutinize a matter or an individual, ineptitude and incompetence are indicative of failure. Entrepreneurs will thereby, avoid or keep at bay those exhibiting such characteristics.

Entrepreneurs will spend countless hours researching opportunities, reviewing start-up business ventures and interviewing other successful persons in the hopes that somehow, amidst it all, they will find that single product or idea that best embodies their ambitions. They are seldom satisfied though with what they discover and their search is never quite complete until they create their own opportunity or modify an existing one to their own liking. Such is the lot of entrepreneurs; they are always seeking out that perfect situation be it in an opportunity or a relationship but are never quite able to find what they're looking for until they create it for themselves.

**4) You May Be an Entrepreneur if your thoughts are constantly at work "brainstorming" and "master-minding" on ideas for helping to improve existing processes or for the development of new products:** In other words, the entrepreneur epitomizes the Japanese ideal of Kaizen or "continuous improvement". When an entrepreneur-at-heart is present at a typical, company-wide or departmental brainstorming session, others sitting near will sometimes cringe with trepidation over what the entrepreneur among them will say or do next. Since, after all, entrepreneurs are by nature, a bit unpredictable.



Such is the case with entrepreneurs; their minds and thought processes typically outpace that of their peers in the discovery of new ideas or paradigms. As such, they must slow down till others catch up or separate themselves altogether until they do it themselves.

Yet, their ideas are over-the-top and revolutionary. Therefore, entrepreneurs typically visualize what others overlook or have not completely thought-through. Their imagination is constantly at work; analyzing and theorizing possible conclusions until a resolution occurs or a resignation follows. Though they are often criticized in public for their “wild notions”, it is the entrepreneur who is typically called on in private for his or her conclusions in such matters to offer up consultation or the *out-of-the-box* thinking that they are notorious for.

Entrepreneurs may buck up against the established norm or the routine way of doing things but when it comes time for change or to figure out what needs to be done to get to the next level; the entrepreneur is called on for just such an occasion. Their vision extends far beyond the limited scope of the 9-5 typical employee or in many cases, the immediate managers supervising the 9-5 employee. The entrepreneur is typically so far ahead of his/her peers and colleagues that it’s difficult to implement all their ideas but relieving once they are

**5) You May Be an Entrepreneur if you are constantly in “create mode”; conceptualizing new product ideas, dabbling in the arts, playing musical instruments and/or tinkering with gadgets in an effort to figure out how things work:** It is no coincidence that the movers and



shakers of society past such as the DaVinci's, the Mozart's and the Benjamin Franklin's of their time were inventors, artists and/or proficient musicians. There is a direct correlation between the creative faculties of the mind and higher levels of intelligence. This creative stroke of genius is what beckons the entrepreneur forward in his or her quest for success and sustains them when all has not

occurred according to plan.

Entrepreneurs by interpretation are creators; they create innovative products, they create companies from ground-floor on up to top-tier and they create opportunities for others to benefit from in terms of their effort and labor. Innumerable are society's advancements and conveniences that could safely be attributed to the work of an entrepreneur. Their noted mark of influence is shared by all and is routinely experienced on an ongoing basis.

Such is the plight of the entrepreneur; their efforts often go unnoticed and worse, are accredited to others. Their crowning achievements are typically so frequent and routine that others capitalize off of their works and take credit for the entrepreneur's efforts.

**6) You May Be an Entrepreneur if you don't accept paradigms as routine; but rather, you break them and create new ones:** Paradigms are established patterns of thought that become the standard norm for how individuals function and carry out their daily duties. These



paradigms are “safe-zones” for many since they represent a form of tradition that’s been accepted and adapted as standard rule. Yet, to the entrepreneur, their inquisitive mind questions the establishment, bucks up against tradition and compels them to map out a new set of rules: their own!

Since, the entrepreneur is by instinct a trend-setter, a rule-breaker, and in most cases, an over-achiever; he or she cannot be boxed in or made to follow after society's pattern. Rather than making the crucial mistake of attempting to tame the entrepreneur to become society's civilized pet, society rather needs to release the entrepreneur out into the wild where he or she can roam, rule and run their course, uninhibited.

Such, however is the role of the entrepreneur: to leave his or her indelible mark on society by setting certain changes in motion that usher in a new paradigm shift in forward- thinking. Yet, they are typically forced in many ways to watch from a distance as well as to savor the satisfaction of what they’ve accomplished in silence.

*Entrepreneurs are dreamers whose thoughts of grandeur and success keep them up long into the night and rising up early into the morning as if to seize the day.*

**7) You May Be an Entrepreneur if you live your life as if endowed with purpose and empowered by a higher calling from somewhere beyond...** To some, the entrepreneur may seem indifferent, aloof or even a bit out-of-touch. This assumption about entrepreneurs isn’t necessarily accurate, but an entrepreneur’s sense of quiet contemplation and reserve can be unsettling. Typically, people will mark them as peculiar or different and place them in some undefined category they can’t quite figure out. If the truth be told though, entrepreneurs ARE different in every sense of the word. It is this desire

for better things, this drive to break free from the status-quo that makes the entrepreneur stand out and easy to spot in a crowd.

Entrepreneurs may initially cause unease and unrest to those closest to them but it is the impact the entrepreneur leaves behind that often drastically improves circumstances for those same individuals. In this regard, it could indeed be said that entrepreneurs do live their lives as if endowed with purpose and empowered by a higher calling because, by their mere actions- they break society free from the routines that have kept her at a stand-still. In doing so, entrepreneurs usher in positive changes that improve the lives of those they've touched.

Such is the legacy of the entrepreneur; he or she may positively impact the lives of many and improve society on a routine basis but will most likely, not see the full scale of their influence. In addition, entrepreneurs may never realize the part they have played in the grand scheme of positive change they have introduced to their world.

It has been entrepreneurs who have left their notable mark on society through the roles they have played in the advancement of technology, scientific breakthroughs and in pivotal, paradigm shifts. Each of these has helped procure new phases in our development as a civilized people. No doubt, without the impact of the entrepreneur, society may very well still be stuck in the agricultural age or worst.

***In the final assessment:***



In the final assessment of things, it will be said by future generations that the entrepreneurs, those daring enough to do differently than what society's expectations had confined them to- were the true heroes and heroines of their day. It was not the politicians, the celebrities or the

CEO's of large corporations who helped kick-start the economy back into forward motion; it was the entrepreneurs of our day who came through in the end. Though they are few and far between, society can still breathe a sigh of relief knowing that there always has and always will be the entrepreneur among us. They can be found working quietly behind the scenes, contemplating development, creating improvements and causing advancement in the world to which they've been assigned...

To truly become the in-demand person you've envisioned, you must unleash your inner entrepreneur and allow it to have free reign. There is a world in need of the hope that only entrepreneurs can inspire and bring forth. Entrepreneurs are and continue to be the pilots of progress – steering society onward toward its debut with destiny, while leaving behind and below, the grounded dreams of days gone by... Dare to be in-demand and let your entrepreneurial calling move you to action...

### **Hero Trade Secrets: Master the art of re-inventing yourself**

#### **Leveling the playing field:**

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Job candidates and business owners all find themselves in a similar position: they must draw from their reservoir of talents, experiences and education just to land the next opportunity. The current economic trend is forcing every opportunity seeker to reach further and push harder than they have done in times' past such as continuing their education or developing some new set of skills so they can have a broader palette of qualifications to offer a potential employer or client. In other words, opportunity seekers must re-invent themselves to stay on top and remain competitive in today's economic climate. The truly in-demand individual must continually reinvent him or herself to be effective and relevant to those within the reach of their influence.

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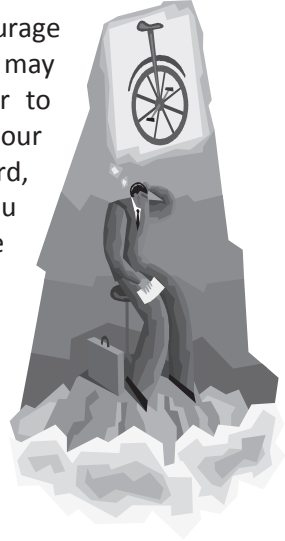
#### ***A clean slate, what will you make of it:***

The notion of re-inventing oneself is much like being given a canvas sheet, some paint brushes and having paint in front of you while you endeavor to create something from nothing. What's worse is that you are in the midst of a room full of master artists all waiting their turn

while each of them observes your every move in exacting detail. Now, here's the clincher in this scenario: you don't know the first thing about painting and yet you've been asked to create a master-piece on your own! Questions like "where do I begin?" and "what do I do next?" suddenly take on new-found significance.

**Hero Tips: Break down to build back up:**

Re-inventing yourself takes initiative, courage and a whole lot of creativity. In some cases, you may have to undergo temporary setbacks in order to move forward again to gain a foothold on your career path. You may be forced to take a hard, objective look at yourself to see what areas you need to improve in. In this respect, having close confidants or family members to give you an honest assessment of your strengths and weaknesses is an integral part of the reinventing process. Quite succinctly, it may take a little *breaking down* firstly before a *building up* and reinventing of oneself can take place.



***Re-do, Re-build, Re-invent!***

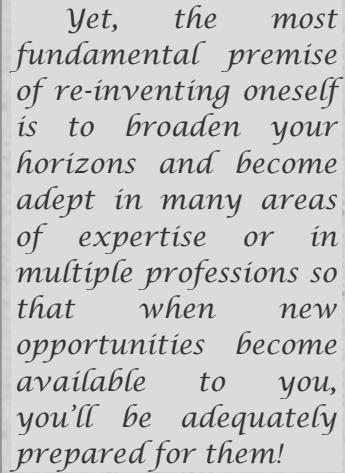
***The Basics of Re-inventing Oneself:***

Whether you're stepping into an unfamiliar industry and endeavoring to change career paths or to launch into the unknowns of starting a new business; the challenge of re-invention can be lessened to a degree when these basic principles are applied: When you apply the principles below, it's like being granted a pardon for the past and a passport for the present to travel to wherever your future will lead you!

**1) Hero Training: Make Personal Development a Priority:** In its simplest form, the art of re-inventing oneself is actively engaging in some form of personal development on one level or another that leads to an improved state. Personal development could be in the way of education, certifications, hands-on experience or other, similar ventures so long as in the end-result- you become something better than you had been before.

**Hero Tips: Broaden your horizons:**

While there are reports of highly qualified individuals hiding their degrees for risk of being over-qualified, the concept of re-inventing oneself is to try something new and unfamiliar or to venture into something challenging and uncharted. The slight risk of being over-qualified typically only happens when someone has excelled in one area to the point they are experts in their field and have little room left for growth or development in that particular area.



*Yet, the most fundamental premise of re-inventing oneself is to broaden your horizons and become adept in many areas of expertise or in multiple professions so that when new opportunities become available to you, you'll be adequately prepared for them!*

**The multi-faceted approach:**

Still, there are other aspects of personal development that are equally as beneficial; yet seldom considered. Some of these include accountability programs like Mastery for Men<sup>62</sup> and <sup>63</sup>Mastery for Women, which are dynamic concepts for helping individuals re-invent themselves and to rise to their full potential through personal, one-on-one mentoring and training. There are also self-instructional courses that utilize multi-media formats such as video webinars or guided tutorials to teach focused visual lessons on a broad array of subjects that are centered on your personal development.

*Stay committed to your own cause*

As you engage in the practice of re-inventing yourself, it will not be long until you will start noticing the transformation taking place. The real temptation then at this point is in not staying committed to the cause of your own development and instead, stopping short of the process. Stopping short of your completed development only

circumvents your own success and advancement. It prevents the opportunities awaiting you from ever occurring and only delays the benefits that will one day come as a result of your endeavors.

***The upgraded version of yourself:***

When you or I can just stay committed to the cause of our own personal development, we will see just how far it can take us. Personal Development is like an upgraded, higher-performing version of ourselves. Without this upgraded version, we would eventually become obsolete but personal development will empower each of us to reach new, never-before attained heights on our quest for success.

**2) Hero Training: Walk through those "open doors":** As you grow with each new challenge and master it, new doors will undoubtedly open unto you that are filled with greater challenges and even more rewarding opportunities. Yet, one cannot gain momentum standing still. Neither can there be any reward discovered until firstly, there is a risk encountered and ultimately, overcome.



***Hero Techniques: Be the inventor of your own destiny:*** Those who are bold enough to *re-invent* themselves are really *inventors* of their own destiny. Inventors, in this analogy are never afraid to try new things. They take risks and “step-out-on-a-limb” all in the hopes of finding out what works or doesn’t work toward accomplishing their ultimate goals.

To them, it’s all an experiment to prove and a theory to substantiate. Inventors are bold enough to risk the possibility of failing in order to try experiments based on non-conclusive theories just to prove it could be done. How much more willing should individuals be to put their own abilities to the test by stepping up to new challenges and trying new things?

Diamonds are made pristine by the constant pressure of friction and heat on their crystalline surface. Gold is found deep in the earth’s surface from which it is mined and purified. If we are to invent something new and worthwhile, we too must dig deep where only the most valued of treasures can be found.

***Unprecedented opportunities in unexpected places:***

When new doors are opened, even if it's in a non-related industry or is a subject that may not be of immediate interest to you- walk through that open door of opportunity, regardless. Sometimes the opportunities we've waited for our entire lives are in the most unexpected of places when we are the most unwilling to embrace them.

When considering the ideal individual whom so embodies the idea of reinventing oneself and exploiting opportunities in unexpected places, I can think of no one more befitting than, Brandon Carter. Shortly after graduating from the University of Texas with a degree in Finance, he landed a Sales' Job for a large, Internet advertisement firm. After proving himself in sales, he was then promoted to the Marketing department to help develop new markets and increase brand awareness. Once again, Brandon proved himself effective in this role and it wasn't long until he had advanced his career in Marketing, only this time with another company.

There at the new company, he helped oversee the company's growth and development. Implementing his skills with new technologies and developing trends, he was able to help nearly double the company's revenue intake and bottom line profitability. Once he had achieved this milestone, he then felt it was time to move to the company that he currently is involved with in managing their growth throughout the marketplace. His company continues to grow and gain a foothold in their competitive industry niche, thanks to Brandon's knack for creative development strategies and being at the cutting edge of new trends.

In this regard, Brandon embodies the concept of reinventing oneself since he continued to grow, learn and research for each new position he was rewarded. In addition, he learned to capitalize on taking up new opportunities. Since learning to reinvent himself and discover new opportunities, Brandon has continued to develop on both

his personal skills and professional acumen. His financial status has also increased with each new stage of his development. Brandon has created unprecedented opportunities for himself by simply preparing and walking through the open doors as they've been presented.

Advancement comes with each new milestone of success  
Advancement comes with each new milestone of success

***The open door of opportunity:***

*The view of an open door from the outside looking in is never quite comparable to the view once you actually walk in and discover what's on the other side of the door! Even though a subject may not instantly appeal to your interests, once on the "other side" you may discover aspects of it that are indeed, interesting. If anything, the challenge alone should be enough to fuel your determination to enter into the opportunity and see what it's about even when your interest level is not actively engaged.*

***No risk, no reward:***

A "new opportunity" is only valued as such upon the cusp of its realization or discovery. Yet, the opportunity is there, existent all along; only it is often hidden behind a plethora of obstacles and challenges that block the opportunity's entrance from view. Hence; you will never know what rewards that await you from the opportunities around you until you firstly take that risk and step into the open doors yet before you!





**3) Hero Training: Pursue your passion:** Some people never discover their passion in life and are therefore, left unfulfilled, aimless and without ever knowing their full potential. Still others do discover their passion but never pursue it because they are either too discouraged from life's pressures or too distracted with temporal pleasures to regain their focus and start the chase. The truly fulfilled and contented individual is he or she who not only discovers his or her potential but who lays everything else aside to pursue it unabashedly.

***The push, the pursuit and the prize:***

In the heat of the *pursuit*, there is never room for easing up on the pressure of the pursuit as every muscle and fiber of one's being is pushed beyond limits. The pressure is what empowers one with the ability to continue in the pursuit as endorphins activate and neutralize the pain so the muscles can continue exerting themselves. Then, as in the case of marathon runners or tri-athletes, pure will power takes over and drives them forward toward the prize, even beyond the pain and the exertion that nearly forces their resignation. As it is with them, so it is with us - neither is there a place for us to have faintness of heart or dimness of vision while engaged in the thrill of the pursuit. The prize must ever remain the focal point and be center stage of our attention or the pursuit soon loses its appeal.

***Hero Tip: Do what you love, the money will come:***

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*It has often been stated that "if you do what you love, the money will come". Yet, in our materialistic society too many of us get this wrong and end up doing exactly the opposite. We pursue the money and hope that somehow, we might find our passion in the process. Though this assessment is not all inclusive and concrete; those who do pursue the money first and somehow discover their passion in the process are typically, the exception, not the rule.*

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While considering the subject of doing what one loves until the money comes, I am reminded of my good friend, Raj Karthikeyan, a native of India who now resides in Sacramento, CA. He had spent years working for companies and corporations, building up his repertoire, solidifying his reputation and ultimately, fine tuning his skill-sets in the technology sector. Then, in a downturned economy and against the advice of many of his confidants, he launched out on his own to do exactly what he loved the most and started a social media/video marketing company, aptly entitled Sacramento Educational Workshops.<sup>64</sup>

Now with several hundreds of clients later and with a few years under his belt, we can safely say that Raj Karthikeyan embodies the ideal of doing what one loves and the money will come. As Raj will often confess, he “works hard for his money” and puts in countless hours networking, marketing and promoting his clients across multiple Internet segments. While Raj draws a modest income from his company that keeps his life established and his business moving forward; it is the pursuit of his passion that continually wins out in his decision to work for himself.

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As a prolific connector of people and a stalwart professional in the Sacramento community, Raj is ever in-demand. He can often be found at community events, showing support and helping other local business owners with making the necessary transition to be competitive and profitable in the New Economy.

His upbeat demeanor and outgoing personality make him a regular at business meetups while his rock-solid reputation helps his thriving business to expand. Yet, it is passion for doing what he loves that makes the story of Raj Karthikeyan an inspirational tale worth telling!

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***The thrill of the pursuit:***



Many find the pursuit of something to be equally as enthralling as the actual, obtaining of that which is being pursued. This indeed may be the case in many scenarios but in the pursuing of your passion, the saying definitely holds sway. Pursuing what you love while in the actual process of doing what you love as you go is the ultimate definition of the ideal life. It's as if you are dreaming only to wake and find that you've been living out your dreams all along!

***The Benefits of Re-inventing Oneself:***

Besides the better person you will undoubtedly become as you go through the process of re-inventing yourself, there are other advantages as well. The act of personal accomplishment is only made possible through the art of personal development and of reinventing ourselves.

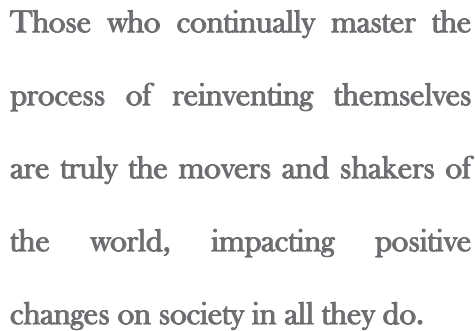
To be adequately prepared for all the greatness we were meant to achieve, we must first break down the old to make room for the new. Old habits, old mindsets and old paradigms of thought must first go before we can reinvent and become something better than we were, or ever thought possible. When we reinvent, we welcome and make the change possible. When we reinvent ourselves, we in a sense, kick the old version of ourselves to the curb while making it possible for the new to exist and thrive.

The benefits of reinventing ourselves are many. Listed below are a few to consider:

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- Increased confidence: You'll be assured of your success in an endeavor and be quick to try new things.
  - Respect among peers: You'll gain a new found respect among peers as they see the "better you" surface!
  - Improved health: As you re-invent yourself, your stress and anxiety lessen, thus improving your health.
  - Greater sense of well-being: You'll become relaxed, content with your life and at-ease with yourself.
  - Developing of new talents: With a newfound state of mind, you'll be anxious to enhance your skills.
  - Obtaining of goals: As the new you starts to emerge, you will suddenly desire to accomplish all of your goals!
  - Enhanced relationships: Throughout the process of improving yourself, relationships will likewise improve.
  - Breaking off of old habits: The natural succession of becoming the new also means breaking off the old.
  - Greater success: Re-inventing yourself usually spells success in areas of business, personal achievements, etc.
  - Stronger sense of identity and of knowing your place and your purpose in the world.
  - More complete picture of your life emerges and materializes through your daily decisions and direction.
  - Discovering of new opportunities on multiple fronts: business, relationships, finances, talents and charity.
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***Re-inventing- the accomplishment of a lifetime:***

In the final scheme of things, improving our circumstances through improving our lives or re-inventing ourselves is perhaps, one of the greatest accomplishments we could hope to achieve. Through bettering ourselves, we better our circumstances, our world and those lives we've connected with for a time and a purpose. For just as the aroma of spring permeates and refreshes everything around, so also does a life re-invented affect everyone around with the refreshing scents of positive change!



Those who continually master the  
process of reinventing themselves  
are truly the movers and shakers of  
the world, impacting positive  
changes on society in all they do.

***Drawing parallels:***

In making application of the above, it becomes abundantly evident that the art of reinventing ourselves is crucial to achieving the sought-after status of in-demand. To truly be an in-demand person, we should seek to constantly improve ourselves through reinventing, planning and in being confident to try new challenges. We are in a sense, the masters of our own destiny and as such, have to take the necessary risks and responsibilities to achieve the dream life we've determined for ourselves.

More importantly, we must continually reinvent ourselves in order to build and maintain a high-demand status so that ultimately, we can lead the way for others to reinvent themselves as well. The craft of reinventing ourselves is expedient in helping us to be a cut above the rest. Through the reinvention process we prepare and prove ourselves for life's defining moments to become all we were destined to be!

Along the path toward becoming a person who is sought after and in-demand, it's important to immediately and continually stand out from the crowd. For in doing so, we will position ourselves for an adventurous life replete with the satisfaction that comes only from pursuing our passions. We will also live a privileged life, made valuable by the many, invaluable relationships we've established along the way. Most importantly, we will rise to become the in-demand leaders we were destined to become; leading others along the way toward fulfilling their purpose.

**Hero Tools: Create an effective Elevator Speech or P.E.P. (Personal Empowerment Pitch) Speech:**



Elevator speeches are known as concise, cleverly constructed speeches for sharing with others about who you are, what you do and what you have to offer. They were conceptualized as a quick, powerful method for proposing or pitching one's product idea to an investor in the time it takes riding in an elevator to get from one floor to the next; hence, "elevator speech". For our purposes here, we have taken it upon ourselves to propose a new paradigm and change the name of elevator speech over to our P.E.P. Speech or our Personal Empowerment Pitch (think on terms of a pep rally).

To illustrate the point, this short, but humorous "tall tale" below proposes the need for each of us to develop an effective and entirely unique elevator speech to call our own. Then once we develop it, we should memorize it verbatim and use it on a regular basis. As we implement our P.E.P. speech into our daily social introductions and interactions, we will quickly separate ourselves from the "average Joe" while propelling our in-demand repertoire to new, unprecedented heights.

***A Short Tall Tale on the Importance of our P.E.P. or Elevator Speech:*****Prologue:**

The Founder/CEO of Umpteen Billion Dollar Investment Firm Inc. (UBDIFI), Rodney Roothliss, was standing there, unmoving. He was quiet, unflinching, fixed and poised like a steel pillar. Surrounded by an entourage of subordinates and body guards, they constantly eyed him as if to somehow warrant his approval or elevate their positions. He never glanced their way nor paid them any mind. The man's calloused disinterest and rigid demeanor set an uneasy tone in the room and no one dared approach him, especially with a business proposal.

Still, against his better judgment, Carlos Confidencios swallowed hard, straightened his tie and did a once over. Eying his reflection from off the brass-plated columns in the lobby, he determined he was as good as HE would get. After all, he surmised *"you can't make handsome any more handsomer and you can't make suave any more suavier,"* he chuckled, amused at himself.

Calling to mind a quote he liked by some guy named Darren, he felt a waft of encouragement: *"If you dress to meet with success, you'll most likely get the appointment."* If anything, Carlos concluded, the navy blue, pinstriped 130 thread-counts King Twill suit he was wearing, fine tailored by R. Douglas<sup>65</sup> - would certainly help make his case, even if the charm didn't work. As a new consultant, he wanted to land this one. To that end, he had been practicing his approach, memorizing his introduction.

Breathing in the fresh air, or at least it felt like fresh air from his asthma inhaler made him feel refreshed and confident. *"Here it goes"* Carlos piped, lifting his chin, he took that first step forward. After a few steps, the twenty foot distance to get to where the man was suddenly seemed like a mile. Slowly, steadily Carlos felt his confidence slip as self-consciousness set in. The air thickened, time slowed and it felt like he was walking through primordial soup. Carlos sensed his knees giving out and his breathing became heavy. *"Oh no, not an asthma attack, not now!"* He quietly "yelled" under his breath.

Leaning up against the marble walls and fighting off the asthmatic fit, he somehow regained his composure. Looking up to make

sure Roothliss hadn't vacated the premises; Carlos was relieved to see him there. The man's disconcerting scowl depicted annoyance about something.

Catching his breath, he observed and looked for an opening. Realizing there wasn't much time for another opportunity, the moment had to be now. Roothliss repeatedly pulled back his suit sleeve and eyed his watch. Even from a distance, it was easy to make out the unmistakable gold face- a Rolex. This was it, Carlos thought; *time to go*.

Approaching the man, Roothliss looked straight up at him, their eyes met; only his were cold. Refusing to be intimidated, Carlos stared back never blinking. The warm smile and respectful approach however, seemed to work. Roothliss' countenance appeared to lighten up somewhat.

Roothliss was a handshake away when the two burly, black-suited men escorting him stepped in front. Their message was intimidating and clear. "*Leave*" was all that was spoken. He imagined their eyes were red and bulging from behind those dark Ray Ban's. "*Gentlemen, May I please have two minutes with Mr. Roothliss?*" Before they could answer the obvious, he sensed their eyes watching his every move as he pulled back his sleeve and started the stop watch, "*starting now*". Eyeing each other, they hesitated for a moment, apparently mulling it over. Then the superior agent nodded approvingly to the other and before he knew it, Carlos was in front of Roothliss. *This is MY chance* was all Carlos could think.

Not sure what to expect, he gathered his thoughts but no words would come. The sight of Roothliss staring him down with those eagle eyes brought little comfort; it made him feel like the prey and Roothliss looked ready to pounce! Whatever he came to say, he knew it had to be now because Roothliss was about to have him dismissed with an armed guard.

"*You haven't reached your full potential yet.*" Carlos finally spoke.

Roothliss furrowed his brow "*What's that supposed to mean?*"

"*With your company, you haven't yet achieved the kind of success available to you.*"



Roothliss laughed aloud, his entourage following suit: *"Kid, are you crazy, do you know how much I'm worth and the kind of stock invested in my company? Get your facts straight next time".*

*"That's not the kind of success I'm talking about Mr. Roothliss".*

*"Well, quit wasting my time; what are you talking about?"*

*"The kind of success I'm talking about Mr. Roothliss is confidence in knowing that your legacy and the company you've sacrificed to build is ready to carry on, should something ever happen to you."*

*"Well, I believe it is. I've got insurance, accountants, and attorneys to make sure I'm on track. Besides that's none of your business anyhow".*

*"With all due respect Mr. Roothliss, of course they're going to make sure you're on track; you pay them well!"*

Chuckling, Roothliss agreed: *"well you're right about that. I pay them way above the grade for their services. Well, what is it that you do?"* This is it, he thought. All that practice was about to pay off, or at least he hoped it would.

***"You might call me a business plumber. I fix all the leaks that are draining your profits and plug up all the loopholes that are trickling away your efficiency. I make sure the waters of revenue and assets are flowing freely within your organization and are staying in-house rather than seeping outside these walls due to any holes in your operation. My name is Carlos Confidencios; I'm the owner of C.C. Consultants and I'd like to have the opportunity to plug those profit leaks and fix any loopholes in your organization."*** Carlos smiled, knowing he had gotten the man's attention.

Roothliss smiled back. *"Well, I'll hand you one for originality young man. What was that your, what do they call it: Elevator Speech?"*

*"Well, yes Mr. Roothliss it's been called that. I like to refer to it as my P.E.P. Speech or my Personal Empowerment Pitch".* Roothliss nodded his head, obviously approving and impressed. *"I like you, I'm not sure we could use your services but I tell you what, I'll give you a chance to show me what you can do nonetheless. Stop by the front desk of my building on Thursday, 1pm sharp. My secretary will confirm your appointment."*

*"Mr. Roothliss, I assure you it will not be a waste of your time. Thank you."*

At that, Mr. Roothliss' limousine arrived, driven by a very apologetic chauffeur who was blaming his tardiness on the traffic. The two armed body guards looked Carlos' way and nodded- an unspoken understanding between them. Then, they got in the car after Mr. Roothliss. Carlos watched them drive away, relieved and relishing the moment.

Walking away, he clinched his fist as if he had just scored the knockout punch. Though his excitement level was up, way up, it was only then he realized his Asthma had finally subsided. Passing by a brass pillar, he noticed his reflection: *"Carlos, you can't get any cooler than that"*, as he adjusted his tie.

Suddenly, all the pride and ego dissipated in an instant: Carlos saw IT: A lovely, bright green piece of lettuce stuck between his two front teeth from the salad he'd eaten earlier. *"How could I miss that?"* Shaking his head, he picked at his teeth to remove the blemish. No sooner had he removed it, the horror of something worst came to his attention: he had left his zipper wide-open. *"No, I didn't"* was all Carlos could say. Frustrated, he wondered how he ever got that interview with Roothliss. *"It must have been my P.E.P. speech. That had to be it..."*

### ***Passing Thoughts:***

Though this chapter was decidedly longer than the others, it was felt that the additional content was necessary to further emphasize the need to stand out from the crowd so that we can truly become the in demand individuals we innately desire to be. Some of the material in this chapter is this author's original, yet previously published material that seemed to blend and mesh perfectly with the subject matter at hand. So, it was included to expand on the topic.

### ***The Meaning of it all:***

Your life has been aspiring toward this single, defining moment – to become a person of demand and worth, whose lifestyle personifies heroism in all its magnificence and wonder. As circumstances and events unfold to bring your heroic status into fruition, your social status will emerge and the demand for your presence will ever be on the rise.

When this occurs, you must learn to embrace this change, for it is the showcasing and unveiling of your newfound hero status to the world. Society will accept you and your raving fans will love you, yet this gratifying status cannot be realized until firstly, you accept your *fate* as the professional hero you were always meant to be. Embrace it, embody it and believe it – you’re a hero!

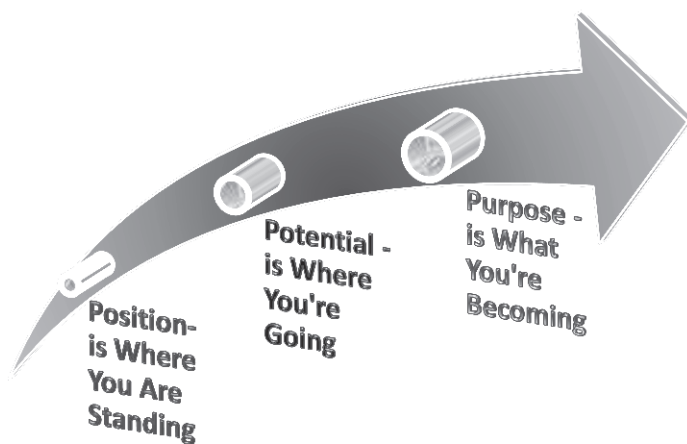
### **Break Free and Unleash Yourself!**



## Chapter 10

### An Epic Call to Action

*"Be indomitable: Unrelenting in your pursuit, unyielding in your position, unapologetic in your purpose." Darren Bocksnick*



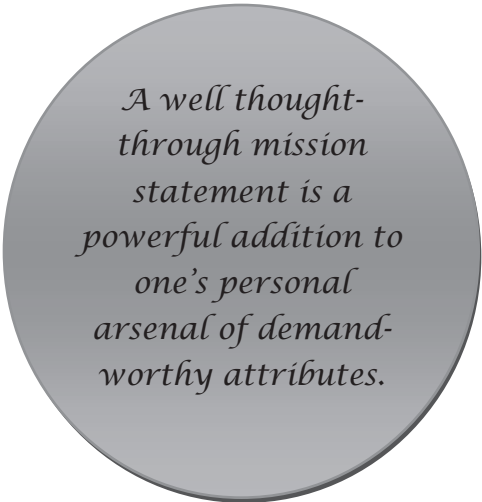
***Hero Action Item 1: Write your Motto and Mission Statement:***



As we acclimate to becoming a person in-demand, we should consider writing a motto or mission statement about ourselves to clarify our purpose. A motto is a type of identifier that is uniquely attributed to us as individuals. It's a summary of our purpose written in a concise, yet comprehensive line or phrase.

Our motto is also a type of memorable branding. We can call to mind with relative ease the mottos of many such iconic brands such as Nike- "just do it" or "Like a good neighbor..." State Farm "...is there." Their mottos are an inseparable part of their brand, their business and their reputation. With so much importance riding on our motto, it would do us well to take time to write out a motto that best captures the essence of who we are and what we're about.

***A Mission statement*** is slightly different from a motto in that it provides a more detailed and directed explanation of your purpose to your audience. Our mission statement should embody the essence of what we offer and what we plan to accomplish. It can entail your list of services, skills and experiences but most importantly it should capture your target audience.



*A well thought-through mission statement is a powerful addition to one's personal arsenal of demand-worthy attributes.*

It can create immediate interest in you or your services and instantly inspire a following. In addition to this, a positive yet powerfully written mission statement is much like a directional arrow- pointing potential fans or followers on the path you choose for them to follow. This is the power of a mission statement in action and what it can do for you as you aspire toward becoming a person in-demand.

My personal motto/mission statement can be summed up in a signature quote of mine: ***“Dream vicariously, work vigorously, enjoy vivaciously”*** *Darren Bocksnick*

***Hero Action Item 2:***



Often, business owners launch their businesses and immerse themselves into their work without giving much attention to the design of their logo. Logos are crucial to creating brand awareness and to enable potential customers to easily identify you in the marketplace. Therefore, your logo should be unique; it should make a statement and should be memorable.

Let's however delve a little deeper. Often, individuals who seek to be in-demand and bring value to others' lives don't consider themselves a brand or the importance of having a logo of their own. Yet, we as in-demand persons should of all people create a logo that represents who we are and what we're about at-a-glance. Though our reasons for standing out from the millions are of noble intentions- for empowering others, the fact remains that we must stand out, period. If we do nothing that makes us instantly identifiable, then we too are as lost in the crowd as those we are hoping to help.

Our logos are the equivalent of a royal insignia or personal standard. When considering this concept, think on terms of the insignias of kings and their royal armies or ancient family bloodlines identified by their "seals". Mindslap Media is a great custom logo Design Company<sup>66</sup> that creates and designs high quality, custom logos.

If we build our own logos, they should embody our ideals and reflect all that we stand for. They carry with them the weight and authority of our purpose and have our name tied to them. Logos should

also adequately reflect the core values of your company and provide an at-a-glance visual of what your company does.

Once a logo is properly designed and effectively implemented, it has the power to send a message, even if no words are ever spoken. When your logo becomes synonymous with your company, you've succeeded!

Here's a list of ideas for helping us design and create the best logo for ourselves or our businesses.

- ✧ Choose colors and schemes carefully since studies prove colors can affect moods.
- ✧ Pick designs purposefully so that each component represents your core values.
- ✧ Hire professionally and allow an expert to do the work to showcase excellence.
- ✧ Demonstrate exclusivity with your logo so that it is unmistakably, undeniably yours.
- ✧ Embed a bold or subliminal *call to action* in your logo to draw others to your cause.
- ✧ Layer your logo with depths of meaning to arouse interest and create endless muse.
- ✧ Once your logo is designed, market it on all written content and digital properties.

### ***Hero Action Item 3: Build Brand Awareness:***

We are our own brand and as persons who desire to be in-demand, we should seek to build brand awareness of ourselves. People always tend to gravitate toward what they are passionate about doing and what they are extremely proficient at doing. Incredibly, so do others in recognizing just what our passions are. It quickly becomes apparent among social circles as to who the experts are in their chosen fields of endeavor.

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Those nearest to you recognize your core strengths and areas of expertise. Knowing this, if we are to build a following and grow our networks as in-demand professionals, we should capitalize on this fact- that we are renowned within our "fan-base" for our expertise in a given field.

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We should feel confident in our abilities as in-demand professionals and walk in that authority, as those upon who favor and privilege have shined. As experts in our respective fields, we have a responsibility bestowed upon us to model expertise in everything we do. It is through the building of brand awareness that we accomplish this and in so doing, spread the influence of our in-demand status far and wide.

Shown here are some keys for helping us build and maintain brand awareness. Utilizing these helpful strategies will earn us that rightful place of respect and authority in our chosen field among those within our network. As we build brand awareness among our clients and maintain consistency, we will subsequently grow our in-demand status among them. Here are the keys:

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- Recognize you are your own brand so make sure your words/actions protect your brand.
  - Esteem your brand with utmost regard and keep it free from blemish or taint.
  - Take measures to copyright, register, trademark or patent your brand or business.
  - Keep your brand in the forefront and in the public spotlight to create awareness.
  - Build brand loyalty through constant interaction and affirmation with your followers.
  - Solidify brand awareness through maintaining solid online and offline *presence*.
  - Use every means possible to promote your brand: media, materials, marketing & mixers
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***Hero Action Item 4: Make a Statement:***

Writing out a mission statement and making a statement may sound similar but they are completely different and at opposite ends of the proverbial spectrum. When we make a statement, we do something significant and worthwhile to be remembered by. To truly make a statement, we become over-achievers in everything we do or we give to some notable cause that impacts the lives of others in a positive way. This is making a statement on a grand scale.



People who are in-demand have learned how to master the art and technique of making a statement. They learn to be the example and the role model that others look to for advice or leadership. Those who are in-demand are always reaching higher since their true underlying motives are to bring others up with them along the way. Therefore, everything they seemingly touch is top-tier and at a level of excellence and quality that others would take pride in being part of.

This is a key separating factor between average and in-demand individuals. Whether it's the work they perform, the relationships they establish or the activities they engage in, the in-demand among us will always make a statement that's impactful and memorable. Let us therefore, maximize every moment to make our statement memorable. Treat each moment and every occasion as if it's our one and only opportunity to be significant, to make a difference and to be remembered...



Included here are some strategies to empower you in making a bold, memorable statement. If a statement could be made about your life that encompassed the full spectrum of who you are, what would it be? Therefore, let the statement that defines your life be like the finest work of literature, whose pages bespeak of beauty, honor and a worthwhile cause. The list below might give you some insight:

- ✦ Make a powerful, positive first impression and prioritize to keep it that way.
- ✦ Do everything on a grand, epic scale that conveys excellence at every level and step.
- ✦ Surround yourself with an entourage of fans, followers and even critics.
- ✦ Right the wrongs of your predecessors and be the change you desire to see in the world.
- ✦ Unite past, present & future with time-tested values, current trends and a new vision.
- ✦ Find balance and neutrality in a world of personalities, politics, views and agendas.
- ✦ Discover your voice and determine your calling and then invite others to join your cause.

***Hero Action Item 5: Become an Icon, be a Hero:***




Icons are popular public figures that represent an ideal or worthwhile cause. They could be considered as the modern-day equivalent of a hero or heroine. The heroes of the past embodied the hopes and dreams of those who followed and believed in them. For to the follower, the exploits and feats of the hero became the blueprint for greatness and glory, both in this life and thereafter. Thus, statues were elevated in their honor and tales were written to attest of their deeds.

Heroes and heroines could inspire armies, woo the public and strike fear into the hearts of enemies. By their very presence they epitomized humanity's greatest offering in both near-perfection and promise. In battle, heroes were valiant and victorious, typically out-matching their opponents in a variety of battle scenarios. In rule, they were often just and honorable, leading their kingdoms to elevated levels of greatness, prosperity and peace.


There were heroes like David, the historically-validated<sup>67</sup> ancient king of the Hebrews who led his people to countless victories and extended the reach of his domain to unprecedented heights and breadths. Then there were heroes like the famed Leonidas, made popular by the hit film "300" for his bravado and fighting skills. Against unimaginable odds, his small band of valiant, highly trained Spartans defended Athena against wave after wave of Persian invaders. We cannot fail to mention the mythological Odysseus,<sup>68</sup> "that ingenious hero who travelled far and wide after he had sacked the famous town of Troy". His military prowess, blameless character and practical, yet profound wisdom are forever immortalized in the celebrated writings known as Homer's Odyssey.

These heroes of the past serve as allegorical representations of what an iconic figure might be like today. In making modern application of these ancient ideals and customs, we can draw similarities to empower us in our quest to become persons who are in-demand. What must we do to be considered an icon to our peers and in the public eye? How can we become a type of modern day hero to those within our influential embrace?

***Modern day icons:*** As icons, we should seek to accomplish some daunting task or undertake a worthwhile endeavor. Taking on an insurmountable challenge that defies and dissuades others from accomplishing their objectives is indeed, icon-worthy. Seeing the task through to completion so that others are empowered by our achievements is the stuff of legend.



Whereas, the heroes and heroines of the past may have defended their lands or conquered countless foes, we must defend our honor and that of our followers to defeat the enemies of progress. Just as those iconic figures of the past rose up from obscurity to become great leaders who were of and for the people, we also must rise to lead others on the path toward reaching their potential. Like that of our historical and mythological predecessors, we must embody the hopes and ideals of our society to become modern day heroes who fight for worthy causes and stand against social injustices.



To fully embrace the role of the icon, we must speak and act the part. As icons, we should exude confidence while exemplifying control. We should also conduct ourselves with utmost regard and hold ourselves accountable. If we are to truly become the modern day equivalent of an age-old hero or heroine, we should seek to improve the conditions or change the outcomes for our loyal fans and followers.

This is where icons and heroes are born- in the midst of adversity where sympathy is overshadowed by apathy. Like heroes of the past, we must rise to the occasion to embody all the best that humanity has to offer. In so doing, we will become modern day icons whose lives and legend are forever immortalized in the memories of those we've influenced. In doing so, we will rightfully become the in-demand persons we've set out to become.

# Become a modern day hero in your actions

One such modern day hero who comes to mind is Robert Whitehurst. In the wake of Hurricane Katrina that left thousands homeless and in need, Robert felt compelled with compassion to go and be a source of help in whatever capacity was necessary. He took a short leave of absence and went to Houston where the Red Cross needed him most. When he arrived, he was taken to a makeshift “camp” that had been setup in the Astrodome. There, he was assigned with helping victims with their most basic needs such as the distribution of food, shelter, hygiene items and clothing.

When he arrived in his “designated” area, it was “unorganized chaos” as he would later describe. Victims were forced to wait in 8 hour long lines just to get basic sanitary items. This only added to their sense of loss and struggle. As Robert observed this, he empathized with the victims and again, allowed compassion to guide his decisions and actions.

He immediately took the reins since there was no appointed

leader and began to show by example, how their system and process could be more efficient and improved. Once he had the other volunteers on board with his plan, he immediately began to delegate responsibilities accordingly. It didn’t take long but soon the group became a highly efficient unit and had streamlined the whole process from being an 8 hour ordeal for



victims down to a 15 minute wait in line for their necessities!

To further improve the whole experience for the victims, he again taught the other volunteers by example the true essence of

service. Utilizing his vast experience with customer service as Client Services professional, he served each victim as if it were his privilege. He again allowed compassion to guide his actions and did everything within his ability to encourage and support the victims.

On the surface, he may have been assigned as a volunteer by the coordinators but to the victims, he was a hero who came to their *rescue* in their greatest time of need. His actions and compassion will be remembered for years and decades to come. For at a time when spending vacation time to help in a crisis was an almost unheard of action, Robert Whitehurst did exactly that and in so doing, became a hero to the homeless, the hungry and the hurting.

Shown here are some ideas on how to be iconic in your decisions and actions. Making application of them will help ensure your place and in-demand status among those in whom you are hoping to help. Though the list may appear as a long and monumental task to tackle; the key is to simply start, somewhere. Doing any one of the below will help empower you to accomplish the others as well. In the truest sense of the phrase, starting is the most difficult task to master but the easiest to continue.

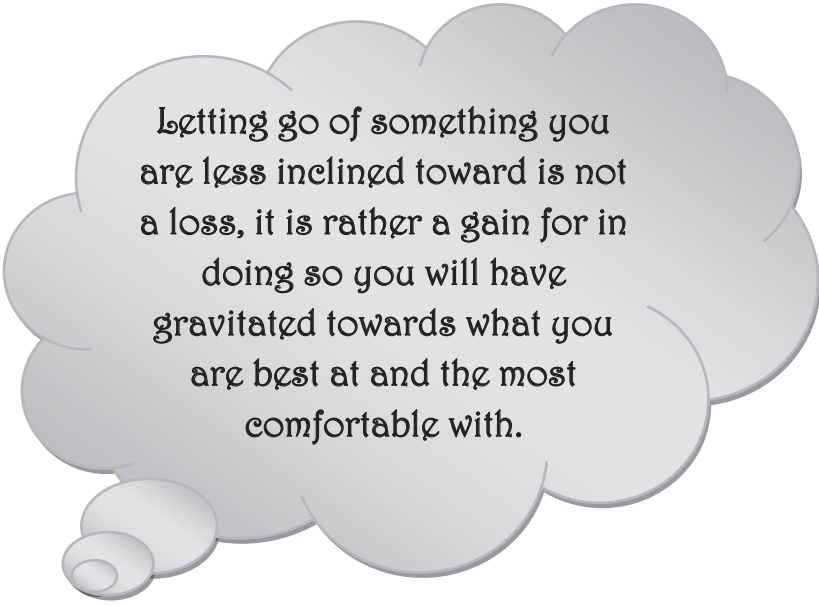
**Hero Tip: Be Iconic and do everything on an epic scale:**

- ✧ Shine in every situation and brighten dismal circumstances with the light of positivity.
- ✧ Establish your reputation and make every effort to build on it and keep it blameless.
- ✧ Perform a noble act or a just deed so that your contributions to society are remembered.
- ✧ Lead by example and be the absolute best at everything you set out to do.
- ✧ Let your life account for something worthwhile and stand for something significant.
- ✧ Make every occasion a defining moment for yourself and those you meet.
- ✧ Impart greatness to others by delegating responsibility and allowing them room to grow.
- ✧ Have the greater good in mind with every *smaller* action for it is amplified by the other.
- ✧ Leave behind the mark of positive influence and the path of progress for others to follow

***Hero Action Item 6: Discover your Niche***

As we strive to reach our full potential, it's crucial to firstly discover our unique niche or area of contribution in order to be the most effective. Being involved and addressing others' needs are truly commendable but these are better served when operating within the parameters of our specific areas of expertise.

We may strive to be all things to everyone but in doing so, we may be limiting the development of those we are seeking to help and serve. Within ourselves we can only do so much and if we spread ourselves too thin, we can become ineffective. Rather than endeavoring to *do it all ourselves*, we would be wise to delegate responsibilities to trustworthy leaders and allocate sources accordingly. Such an act doesn't diminish our influence; it rather replicates and duplicates it in others so that the reach of our influence becomes even more widespread.



Letting go of something you  
are less inclined toward is not  
a loss, it is rather a gain for in  
doing so you will have  
gravitated towards what you  
are best at and the most  
comfortable with.

Just as a trade can be learned or a skill can be acquired, so also can your niche be discovered. You may find that what you thought was your niche, may in fact be the niche of someone else whom you are striving to lead. Letting go of something you are less inclined toward is not a loss, it is rather a gain for in doing so you will have gravitated towards what you are best at and the most comfortable with. There

have been countless examples of individuals changing what they were doing to what they loved the most or were most comfortable with and the outcome was exemplary. Listed below are some ways to help you discover your niche so that you can truly be your most effective.

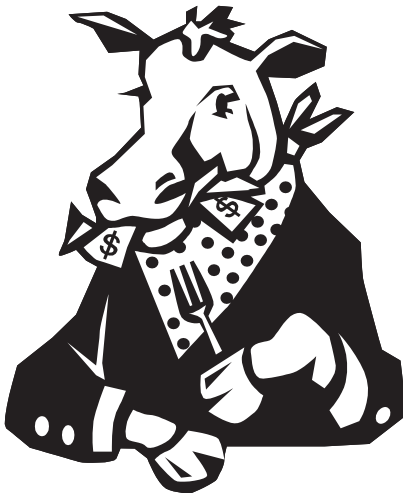
### ***Take it from one who discovered his niche:***

When I contemplated the subject of discovering one's niche, my dear friend and mentor, Chris Lombardo came to mind. A true entrepreneur at heart, for the 20 plus years I've known Chris, there has never been a time in his life where he was stagnant in his quest for finding his true purpose. As a devout father of 6 children, Chris' obligations to his family, his church and community were always kept front and center with each new task, job or opportunity he took on.

From making t-shirts, to selling a variety of products and goods, Chris and his entire family were always industrious and hard workers. Better yet, he was always successful at everything he touched. Yet, in all of this, his family would still take in those who were struggling or in need. I should know, for at one time, the Lombardo family opened their doors to my family and took us in.

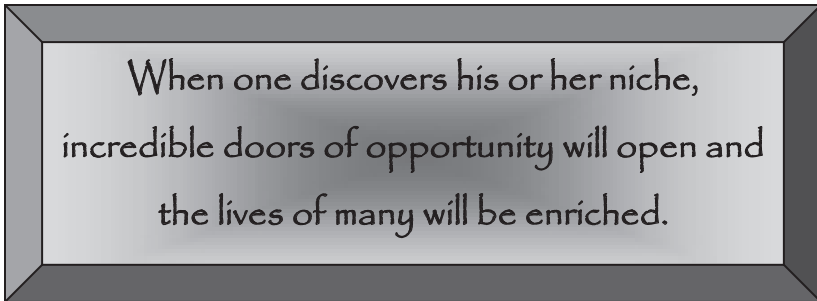
However, amidst all of his *busy-ness* and after trying a plethora of different opportunities, Chris finally found his niche. Firstly, he discovered a product that was in, ironically enough, high-demand. There just happened to be a huge need for this particular product by both businesses and individuals alike, but most importantly, there was

very little competition to sell this product. He immediately, created a website and made the site "search engine friendly" through optimization. It wasn't long until he was back-ordered and selling more of the product than they ever thought possible. In the process of doing so, he created a **huge cash cow** that has continually created a comfortable, 6-digit income for his family.



**Cash Cow Chump Change**

Secondly, Chris discovered his other niche. His past experience in playing different characters in theatrical performances and even heading up church plays, served him well in the business community. He created a humorous character known as Clyde<sup>69</sup>. As Clyde, he began making appearances at various business mixer functions to teach business owners what NOT to do at a social event. His Clyde character has grown in popularity and he has amassed a huge following of supporters and fans. Through Clyde, Chris has created another unique niche- one that intersperses the humor and light-heartedness of theater into the otherwise, serious and sometimes sullen world of business and social networking.



Chris perfectly embodies the idea of one who has definitely discovered his niche. Though it took years of trial and error, success on this front and seeming failure on another; yet, once he discovered his niche- all the struggles and sacrifices leading up to that point suddenly made sense. The struggles and sacrifices he had encountered and endured along the way had prepared him for a life of profound and ultimate purpose. He had discovered his niche!

This discovery has not only been a source of prosperity and progress for his family, it has also brought forth fulfillment and happiness. When one discovers his or her niche and follows it where it leads, the possibilities are endless! When we uncover what our niche is, it's vital to our personal development, purpose and contentment in life to follow it through to fulfillment, in whatever capacity it unfolds. Those who firstly discover, then pursue after their niche calling in life are some of the most positive and content people around.



The list below shows you how you too can discover your niche.

**Hero Tips: How to discover your niche:**

- Take a personal assessment and make a list of what you're the most passionate about.
- Determine what you spend the most amount of time on and what you gravitate towards.
- Consider the advice of those you confide in as they can sometimes see what you cannot.
- Discover those activities that bring you the most amount of fulfillment.
- Recognize your area of expertise and continue to focus on it since you're naturally good at it.
- Develop every skill and talent to its full potential so that opportunities will present themselves.
- Draw from your experiences, education, background and interests to discover what defines you.

Doing the above will help you narrow down the list of available opportunities and options. Our primary objective is finding where we're the most effective so that we can rise to be the optimal, in-demand individuals of choice to our audience of fans and followers.

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***Hero Action Item 7: Be the Go-To Person:***

**The go-to person is the ultimate resourceful individual, who is renowned for his/her inside knowledge, influence and trustworthiness that others can turn to for help. Go-to people have learned to separate themselves from the crowd early on to become more valuable and in-demand. It may be some trade secret they possess, some insightful wisdom they've learned or a special skill set they've acquired, but the go-to person has figured out to avoid losing relevance, he/she must maintain their in-demand status.**

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When peers or even those under your leadership come to you for your advice in a specific area, this is an example of being a go-to person.

However, when superiors and other leaders come to you for your expertise, this is an example of being a go-to person in his/her prime. Once you've reached this level and crossed that threshold, your go-to status will be sealed forever within your circle of influence.

Featured below is a list of actions you can undertake to help become the ultimate go-to person. Again, our goal is to become a person in-demand, whom others turn to for help. In this regard, go-to individuals make the ultimate, in-demand persons.

**Hero Tips: How to become a go-to person:**

- Master a skill to such a degree that peers and leaders turn to you for help in that area.
- Make your talent known and look for opportunities to use it and let it shine.
- Wow them in your delivery and go above and beyond in the presentation of your talent.
- Solidify your standing as a go-to person by surrounding yourself w/ those you've helped.
- Acquire the necessary education or experience to be the ultimate resourceful person.
- Poise yourself so that you are the recognized authority on a given subject matter.
- Position yourself so that others are forced to depend upon you and turn to you for help.

In doing the above, news will invariably spread of your expertise in a specific area. In the quest to be in-demand, having others attest of your talent is the grandest display of influence.



***Hero Action Item 8: Flourish in your Present:***

A necessary virtue for those on the quest to become in-demand is to master the art of flourishing in the present. It cannot be understated that there is a process involved in reaching the status of in-demand. Now, the process itself need not be long; however, neither can it be circumvented. Therefore, it's expedient to understand that while we are endeavoring

and waiting to become in the future tense, we learn to flourish here and now in the present tense.

We'll be ready and rightfully positioned to pursue our grandiose dreams for the future only after we've gone through the arduous task of preparing for them in the present.

Greatness is less about achieving a monumental feat as it is about completing those daily, menial tasks that eventually lead up to that momentous moment of accomplishment.

Lest we dream away our potential, we should look to the task at hand and perform it with all the passion and purpose we can gather. For, in doing so, we daily bring our future one step closer to the present so that at some crucial juncture, they will intersect and become one.

Once this occurs, the dream life we've fought so long after to make our own will be our daily reality. Mentioned below are some tips we can put into action that will help us perfect the skill of flourishing in the present.

**Hero Tips: How to flourish in your present:**

- **Tend to the present task at hand while looking ahead to your future dream life.**
- **While waiting for the grand reward, find reward in life's little accomplishments.**
- **Don't allow setbacks and disappointments to dissuade you from your future goals.**
- **Let every moment count for something worthwhile and significant.**
- **Make the most of today right now while contemplating what tomorrow may hold.**
- **Reward yourself here and now to help make the journey forward more enjoyable.**
- **Discover the possibilities immediately available while scouting for opportunities ahead.**
- **While charting your path and shaping your future, allow room for life to run its course.**
- **Abide your time now and spend it wisely preparing for your expected future.**

Flourishing in the present while awaiting life's finer moments to unfold is an admirable characteristic. To flourish in the present requires discipline, focus and above all, patience but the rewards you'll receive are well worth the efforts you'll undergo. Best of all, you'll become a better person in the process; one who's learned to make the most out of life right now while still striving for better things yet to come.

***Hero Action Item 9:***

Possess a magnetic personality

Possessing an inward attractiveness in matters of the heart, spirit and character are far superior to having outward appeal. It is this inward, magnetic quality of the in-demand person that draws others to his/her side. While outer appeal has its merits, it pales in comparison to the qualities of the inner person. Therefore, having a magnetic personality that others are drawn to will help propel you to new, unprecedented heights in your purpose to be that person in-demand.

The magnetic person seeks not to have an audience but is found in the company of one, nonetheless. People with magnetic personalities don't need antics or hype to draw a crowd; the crowd is drawn to them of its own volition. It is often, the lowliest and meekest among us who in turn become the most elevated and greatest in our midst.

This occurs not because of some public-endowed gift of popularity but rather, it occurs because they sought to perfect themselves and in the process of doing so, won favor and a following of fans. It is akin to the law of reciprocal benefit: what we give out and what we send out will ultimately make its way back to us in similar fashion, through one means or another. If we emit positivity and display magnetic qualities, these in turn will be reciprocated back to us. Often, the returned "gift" supersedes the original.

Shown below are some strategies for helping us develop and maintain a magnetic personality that others are drawn to. Being in-demand requires that we perfect ourselves and develop a magnetic personality where the appeal of our inner person outshines that of our outer appearance.

**Hero Tips: How to have a magnetic personality:**

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- ❖ Always smile and allow your inner radiance to shine outwardly.
  - ❖ Laugh as often as possible for humor is the outward display of magnetism in action.
  - ❖ Be the initiator in a conversation and break out of your shell to befriend others.
  - ❖ Take a sincere interest in the people you meet and get involved in their lives.
  - ❖ Maintain your composure at all times for in doing so, you emanate magnetic appeal.
  - ❖ Be approachable since being magnetic is about attracting and drawing people in.
  - ❖ Assess the personality traits of others and learn to adjust to each one accordingly.
  - ❖ Make for an interesting conversationalist and engage your audience.
  - ❖ Build a network of key associations for we are made better by those we associate with.
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***Hero Action Item 10: Convey Positive Energy:***

Positive energy is a popular subject in the field of personal development. The reason is simple: its benefits are far reaching and numerous: health benefits, increased morale, greater productivity and overall satisfaction in one's job and life. This is only a small measure of its powerful effect for with positive energy, there is a synergistic quality to it that benefits others on a grand scale.

Positive energy breathes life into an otherwise, dull moment. It inspires the best in others and can recreate the ambiance in a room or setting. In a time when many have been beset by disappointments and dilemmas, positive energy raises the individual to a higher level where he/she can be relatively unscathed by circumstances or surroundings. Though there may be those who've experienced firsthand the setback

of losing a job or a home, positive energy gives those who possess it a winning advantage.

Our circumstances need not be a debilitating or destabilizing life event. Much of the outcomes that occur in our lives are intensified by the attitudes and mental states through which we choose to perceive them. Just as the slightest degree of miscalculation can send a highly advanced spacecraft veering off course and to its utter demise as it did with the NASA Orbiter<sup>70</sup>, so also can an improperly aligned attitude send our lives off course for the worst. Embrace positivity and set your sights on the stars!

***Positive energy personified:***

In traversing the subject of positive energy, this author would like to describe one such, special little girl who emanates with positive energy. Aryanna was born a beautiful baby with a full head of bobbing, curly hair. At birth, her hair was dark, and then by the time she was one year of age, her hair had taken on a golden, blonde tint. By the time she was two, her golden blonde hair was already down to the middle of her back and was full, healthy and beautiful.

Then, a disheartening incident occurred: she was stricken with Alopecia Arreata<sup>71</sup>, an auto-immune disease where her body's immune system began to attack her hair follicles. Unfortunately in the end, her hair lost the battle and she lost all of that once, golden lovely hair. Though, there are slight traces of her hair attempting to grow back, she is for all intents and purposes, practically bald.

For a little girl who loves princesses and dressing up in ball-inspired gowns, this has been hard, especially when she sees other little girls who still have their hair. To deter ridicule from other kids her age, she wears hats to cover up the baldness. Her parents encourage her that she is beautiful, just as any parent would do, despite her lack of hair. Yet, it is the parents who have been encouraged because Aryanna has a magnetic personality that emanates with positive energy.

Doctors are amazed at her positive nature and constantly make mention of it. Other parents have described Aryanna as having a “positive aura” and “positive energy” that shines through her character. She can enter into a crowded room full of children and within a matter of moments; several of them will begin to follow her around. Her positive energy spills over and other children are instantly drawn and attracted to her magnetic qualities. I should know, for she is my little girl and I am continually amazed by her positivity in life, despite all she’s been through.

**As we strive to  
become more in  
demand,  
positive energy  
will be integral  
to our success  
in our efforts to  
lead others.**

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**Hero Tips: How to have more positive energy:**

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- Find joy and satisfaction in the little things of life: content yet still reaching for more.
- Be above your circumstances, not below them for in doing so, you’ll grow in positivity.
- Stay healthy, for there is a direct correlation between health and happiness.
- Will yourself to be positive, understanding that emotions can affect your mental state.
- Exercise gratitude and make it a daily practice for gratitude is closely akin to positivity.
- Consider the needs of the less fortunate for it helps you appreciate life’s blessings.
- Don’t ignore the negatives requiring your attention, but rather compartmentalize them.
- Demonstrate appreciation at the world around you!

Positive energy is the magnetic pull that draws people in and makes you more in demand. It can grow a crowd and win you an audience perhaps, quicker than any other activity or action item. Therefore, harnessing this art and developing this skill will be an invaluable part of your in-demand arsenal.

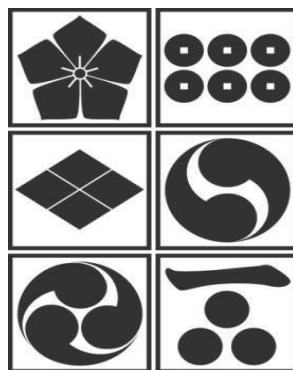
### ***Hero Action Item 11: Make your Mark!***

We will most likely ***not*** be remembered for our appearance, our position or our professions. Yet, we will be remembered for the contributions we make to society and by the gifts we impart unto others. This is how we leave a lasting legacy that lingers on long after we have moved on- we make our mark and leave signs of our passing for others to follow. Making our mark is an inseparable part of becoming a person in-demand.

**Market trends typically have short life cycles and savvy business owners understand that to capitalize on the trend; they must act before the trend hits its prime. Quite succinctly, they must make their mark early on and make it significant enough that it lives on, even after the trend has subsided.**

If our lives can be likened unto a product life cycle, we must make our mark early on while the trend is in its prime as well as remain in an ever-evolving state. While endeavoring to make our mark, we must stay relevant with current trends while in a continual state of preparation for new, upcoming trends. Only then, can we truly be the in-demand persons we have sought to become.

Below is a compilation of strategies we can begin using to empower each of us in making our mark upon society. As we implement them into our daily lives, we will continue to rise up and become the in-demand individuals we've sought to become.



***Make your mark***



***Hero Tips: The best way to leave your mark of excellence:***

- Determine where the greatest need is and do what you can to have the most impact.
  - Involve others in your vision since this increases your chance to leave a larger imprint.
  - Let your light shine the brightest when the circumstances of others are their most dire.
  - Invest your time, energy and resources into matters of the utmost importance.
  - Resolve the immediate, surface need at hand but focus on the greater, underlying need.
  - Be the most effective by utilizing your strengths, not concentrating on your weaknesses.
  - Become all things to everyone if at all possible but never stray from your center.
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If there's any place where you or I should be *in-demand*, it should be within our respective, local communities. Stars shine their brightest within the confines of their own galaxy and analogically speaking, so should you and I shine brightest within our circle of friends, colleagues and associates.

***Hero Action Item 12: Pay it Forward:***

The concept of paying it forward has been a collaborative understanding among business owners and entrepreneurs for a number of years. Paying it forward revolves around the idea of investing of one's time, energy and resources into a worthwhile cause without immediate pay or return on investment. It can also entail an exchange of services between two consenting parties. In either case, paying it forward is a practice that every individual seeking to grow his or her in-demand status should begin to exercise.

We need only to review the local newspaper to read about our struggling schools and their need for supplies. To compound this issue, our federal, state and local fiscal budgets are over-extended, leaving the schools and other community programs such as libraries or computer labs to *fend for themselves*.

For the person seeking to be in-demand and who desires to make worthwhile contributions to society, it ought not to be the case where the local schools and community programs suffer when it is within his or her power to make a difference. This instead, is a prime opportunity to pay it forward, knowing that whatever cost of time, effort and resources you invest in such worthwhile endeavors- will one day yield itself bountifully in the education of children.

Paying it forward is really a clever way to say- taking ownership in resolving a problem and assuming responsibility for addressing a need. A nation is built and made stronger, not by the might of her military prowess or the armaments of her arsenal but by the health of her communities and the well-being of its citizens. When we pay it forward, we strengthen the nation at the local level and contribute to its overall infrastructure. When local leaders help contribute and pull resources together, the schools are able to survive as well as thrive.

There is perhaps, no greater area of opportunity for an in-demand person to grow his / her worth and value to the community than to undertake such a worthwhile endeavor of paying it forward back to the community. In the process of doing so, we ourselves strengthen our in-demand status in the eyes of those we've served and who've been the recipients of our benevolent efforts. Since again, our life's purpose is intricately connected to helping to empower and improve the lives of those within our influential reach, giving back to the community is vital to the in-demand person's well being.



Paying it forward in the community:

Compiled here is a list of ideas on how we can implement some pay it forward strategies into our daily routine for the benefit of the local community. In doing so, we will grow our worth, our significance and ultimately, our in-demand stature in the eyes of others.

**Hero Trade Secrets: The community pay-it-forward checklist:**

- ♦ Mentor key individuals without charge and train them to become your prodigies.
- ♦ Invest back into the community through donations or charitable fundraising events.
- ♦ Research grants and other mediums to find sources of revenue for the community.
- ♦ Rally the community together and get them involved in the act of paying it forward.
- ♦ Determine where the community's most pressing needs are and raise awareness.
- ♦ Take charge of the project for even noble acts require leaders to exercise oversight.
- ♦ Place key people into strategic positions so they can act on the community's behalf.

Paying it forward on a personal level:

While paying it forward to the community is exemplary at every level, there are also occasions where you must pay it forward at the personal level in order to reach your goals. It may be a promotion you are eyeing or a start-up venture you would like to have a part in; in either case, these are occasions where your willingness to pay it forward will take you farther than perhaps, any other act alone.

When we pay it forward, we are investing in the progressive success and ongoing development of a project or person. Included here is a list of some pay it forward concepts to empower you in achieving your personal goals or to propel you to the next level, whatever it may be. Put these into practice now and soon you'll reap the harvest of the time and energy you've invested back into your life.

**List of pay-it-forward concepts:**

- ❑ Donate your talents and unique skills to the cause you hope to gain or benefit from.
- ❑ Catch the attention of those in authority by sacrificing your time, efforts to their cause.
- ❑ Earn your place/position in a start-up venture by showcasing your worth early on.
- ❑ Lead by example by being willing to get your hands dirty and do the work required.
- ❑ Make your intentions known so that your “free service” is not taken advantage of.
- ❑ Showcase your initiative early on by learning every position, process and protocol.
- ❑ Solidify your reputation as a resourceful person whose input is valuable to the cause.
- ❑ Position yourself in strategic situations where your skills and input are required.

***Hero Action Item 13: Create Cultural Buzz***

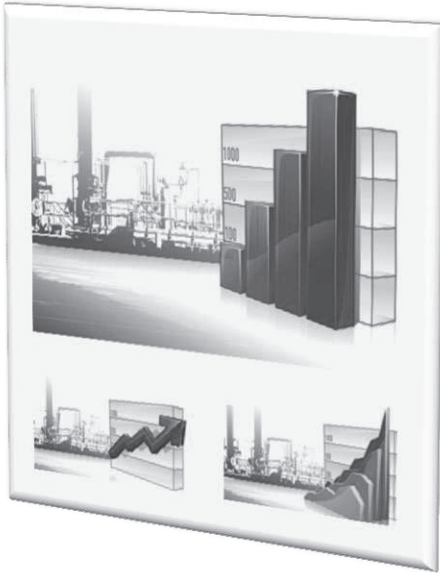
# *Create Cultural Buzz*

Cultural “buzz” is a cleverly coined term referring to an identifiable set of traits that seem to define the generation of the day and shape their culture. It can entail making a fashion statement or can involve showcasing certain behavioral patterns that those within that community culture are doing. Far exceeding that of a mere, fad or trend, cultural buzz is the embodiment of the generation’s ideals and belief system. It is a movement that boldly proclaims its existence to the world and raises its proverbial fist to declare its arrival. Quite succinctly, cultural buzz is a generation’s opening line on society’s epic stage as it makes its grand debut to the world-wide audience.

Those who would be leaders and who seek to grow their in-demand status would do well to consider the needs and goals of their target audience. More importantly, those who can identify with their

audience and thereby create cultural buzz with that generation, will prosper and propel in an exponential manner.

To fully grasp the concept of *buzz*, one needs only to conduct a search query on the subject with key words like “latest buzz” or “local buzz”. The search results this will yield are a fairly accurate assessment of the cultural buzz occurring within your immediate vicinity and locale. Since search queries will always produce local results unless otherwise indicated, the search results that come up will typically summarize the trends, activities and behavioral patterns of your local community culture. Now



armed with this knowledge, you will have discovered the cultural buzz of your community and of those within your reach.

Here are some strategies for helping you create cultural buzz and in the process of doing so, grow your demand and worth. The list is as follows:

- ♦ Observe and analyze the trends/patterns within your community and act accordingly.
- ♦ Identify and level with your target audience by being with them, not above them.
- ♦ Mix and intermingle with your community to stay abreast of their needs/concerns.
- ♦ Show yourself a leader by empowering others to aspire toward greatness.
- ♦ Build solid relationships and nurture loyalty so that you may one day steer them rightly.
- ♦ Be the source of some new, wholesome trend and create a stir everywhere you go.

- ♦ Make a positive, crowd-drawing scene in public settings and gather them to your cause.
- ♦ Surround yourself with an entourage of loyal supporters who embody your ideals.
- ♦ Be the proverbial life of the party and use this status to propagate a higher purpose.

Doing the above will ensure your place as a purveyor of fine, cultural buzz *cuisine*. As you grow your influence, you will likewise, grow your in-demand status and worth. With this elevated position come all benefits of increased financial standing and an improved social status. These factors in themselves make the effort worth all the while for the person seeking to grow his / her in-demand status- to learn the art and methodology behind creating cultural buzz.

***Hero Action Item 14: Fuel up on Friends, Fans and Followers:***



In the digital age, a handshake and looking someone straight in the eyes as you exchange names may not always be possible or practical. While this is certainly the preferred manner in which to meet new people or grow one's sphere of influence, we may have to firstly grow our network online before an offline exchange or physical interaction can ensue.

To do this, having a strategy in place first before launching out blind into the digital realm is encouraged. Perhaps on par with this is having the understanding of how digital interactions fit into and affect our physical interactions. There is a careful balance to be achieved here since too much of any one thing is never a good situation.

For example, those who are actively involved in the digital realm for their careers or hobbies such as I.T. professionals, video game

designers or gamers in general are daily immersed in the digital. They daily collaborate and network with other gamers or programmers in a virtual setting. If not carefully counterbalanced with real world relationships, these can easily lose touch with reality while becoming far too familiar with the virtual world.

The opposite of this is equally true. Those who are very comfortable with physical interaction and meeting new people may find it difficult to transition over to the digital world. Therefore, a careful balance must be sought in all things for the high caliber, in-demand person to be truly effective in his / her outreach endeavors.

*If life is truly defined by the sum of our experiences, then we should seek experiences that will contribute to our personal growth or will be for society's greatest benefit.*

While it has already been established that relationships are the key to everything, it is the method behind how we obtain and build those relationships that can have the most impact on how effective we are in growing our influence and demand. Listed below are a few strategies for helping empower us to grow our influence and increase our demand as higher caliber people.



Growing our network of fans, friends and followers is vital to our success in life, business and beyond. Incorporating the strategies below will propel you to the next levels of your development and grow your influence as the higher caliber person of demand you were meant to become.

***Hero Training: How to grow your list of friend, fans and followers:***

- 👤 Join a number of social media networks based on your strategic interests.
- 👤 Be selective of who you befriend, who you follow and who you become a fan of.
- 👤 Share updates that will attract the right kind of person to your network.
- 👤 Post inspirational or educational posts to draw people in rather than repel them.
- 👤 Build your online network with the intent of meeting them offline if possible.
- 👤 Keep your content professional and avoid being too personal and familiar.
- 👤 Create interest groups for your contacts and keep them arranged accordingly.
- 👤 Be tolerant of people's personalities, beliefs, quirks, innuendoes and motives.

In her clever style, Author and blogger Nichole Kelly<sup>72</sup> likens growing your social media network (specifically, Google +) as a student would approach being instructed in the ancient art of Karate by a true Master. She states: "Train Wisely before the Fight. Get your profile on track before circling people. This means at the very least a cover photo, tagline, and introduction with a link to your online work. Anything less and you'll be laughed at pretty quickly. Have some fun with this step."

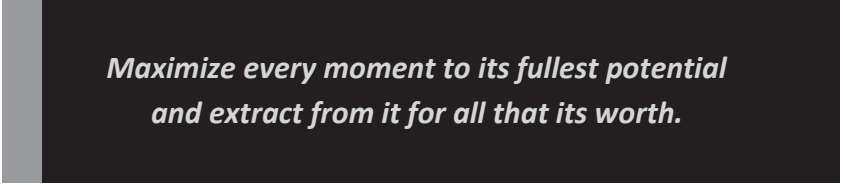
***Hero Action Item 15: Implement Effective Time Management Strategies:***

The one, inevitable outcome of becoming that highly sought after person of influence who is ever in-demand is that our time will be spent! Whether that time is well spent or not is entirely dependent on how successful we are at implementing effective time management strategies. Since the in-demand person is often pulled in many directions all at once by an equal number of eager fans or followers, it is imperative that you and I learn to prioritize our time so that we don't lose our effectiveness.



Prioritizing our day is equally paramount to our success as higher caliber, in-demand persons. Amidst the *busy-ness* of life, schedules, deadlines, appointments, and duties, it's easy to lose track of what's important. For example, personal hobbies should never come before personal development just as clients or colleagues should never come before family. This is where prioritizing our day takes precedent.

It's a widely regarded conclusion that successful people who've crossed the threshold of anonymity to become highly sought after and in-demand have learned this precious secret- they maximize every moment to its fullest potential and extract from it for all that its worth. In other words, they make every moment count for something worthwhile and significant.



*Maximize every moment to its fullest potential  
and extract from it for all that its worth.*

It may come in the form of training or coaching another to reach his/her potential or empowering someone to overcome an obstacle. It may even involve embarking upon some solitary quest for greater personal development. However, in each of these scenarios, one inevitable outcome is certain: it takes prioritizing our day with effective time management strategies to reach the next level of development in our lives.

In exploring the subject of Effective Time Management Strategies, one such individual stands out from the others in his ability to maximize these strategies for accomplishing his goals and aspirations. As a prolific musician on numerous instruments including guitar, bass, ukulele, harmonica and drums, Joey Vines manages his time wisely as the featured drummer for two different bands, touring and performing before audiences. In addition, Joey is an officer in a renowned, Motorcycle Club and regularly attends meetings, rides for charity and serves as protection detail to its president. To further attest of his ability to master and utilize effective time management strategies, Joey maintains a regular workout regimen, while also attending Krav Maga self-defense classes. He manages to do all of this while holding a job and caring for his family. In addition, Joey finds the time to maintain

the upkeep of his two motorcycles and two vehicles. Joey Vines exemplifies the art of effective time management strategies.

Detailed below is a list of action items we can begin to employ now that will help improve our time management skills and daily prioritization techniques. The sooner we can implement them into our lives, the sooner we can reap the benefits of all the rewards associated with being a master time management strategist. These rewards that follow are:

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**A) we will accomplish more B) we will become more fulfilled C) we will be more effective with others D) we will reach new heights in our development E) we'll reach our goals F) others will respect our time and be mindful of our schedules G) our value / worth will go up.**

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***Hero Training: Effective Time Management Strategies:***

- 🏹 Make a list of your daily activities and determine which ones take precedent.
- 🏹 Prioritize your day by attaching a dollar value with each action item on your list.
- 🏹 Always make room for personal development or devotion throughout your day.
- 🏹 Associate yourself with people who equally respect your time/regard your value.
- 🏹 Balance your day by devoting equal time to both, offline and online activities.
- 🏹 Break up your day into smaller, more manageable components.
- 🏹 Determine a schedule and follow it to the tee, never straying or veering off.
- 🏹 Never be afraid to say no to overly committing yourself to one too many to do's.
- 🏹 Set the right precedent and priorities with friends, family and associates.
- 🏹 Take "time" for yourself, realizing that your personal well-being is a worthwhile investment.

**Action Item 16: Hero Action Item 16: Learn to Assess and Access your Modes of Being:**

To be the most effective and have the highest degree of positive impact on our respective sphere of influences, we must learn to both, *assess* and *access* the various, cyclical modes we all experience from time-to-time. One may ask, just why is this important? The reasons are simple: If we attempt to force ourselves into one mode while we currently are experiencing or operating in another mode, we will end up working against ourselves and in the end, will have accomplished very little. It's possible that operating outside our ideal operational mode may be detrimental to our mental well-being.

*Yet, if we can recognize the mode we are currently in, we can then learn to maximize our effectiveness within that mode or better yet, transition over to whatever preferred mode we deem necessary for the task at hand.*



Ultimately, once we understand and recognize these various modes, we will be better equipped to accomplish more and operate at our most optimal levels. Being effective, focused and fulfilled are attributes we can rightfully attribute to the acquired skill of understanding our various modes. In addition, this needful skill will enable us to better understand people in their various idiosyncrasies and mannerisms.

While it's easy to misconstrue someone's actions, it may be nothing more or less than that individual happens to be operating in a certain mode we may have misread to be something entirely different than it is. If we learn how to define and differentiate the modes, we'll have improved relations.

Here are the various modes and brief descriptions of each to help us identify them, access them and benefit from them accordingly.

### **Creation Mode:**



In creation mode, the creative juices are flowing and we are often able to brainstorm new ideas, make music, produce videos, write content and make something from seemingly, out of nothing. Creation mode has been the catalyst for many an artist, writer, performer or musician to excel to new heights in their respective abilities and talents.

The cycle of creation mode occurs when we feel an insatiable desire to do the above- create something-

perform a song, write a poem or express ourselves through art. We know we are operating in creation mode when we actually do the above and feel the greatest sense of fulfillment or contentment arise from the creative work we've just completed.

To deny ourselves of this most fundamental need- an outlet to express our creative self is damaging to our overall, well-being. We cannot reach our full potential until we've explored and experienced our creative side, in whatever capacity we feel compelled to express ourselves in. This is creation mode in its most ideal form.

- We can easily enter into a creation mode state by setting aside time to do what we are the most passionate about.

### **Production Mode:**

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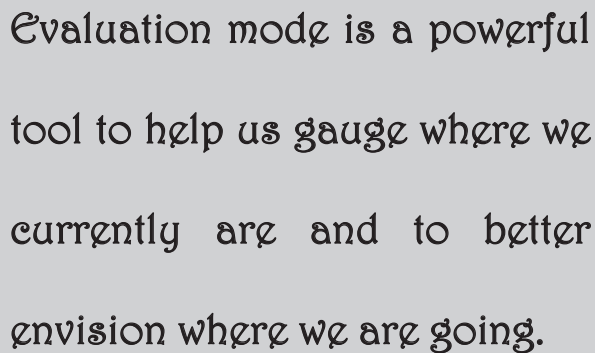
In Production Mode, we are in the optimal condition for completing projects and making things happen. The cycle of production mode is what occurs when the universe itself seems to smile on you for getting things done and for adding to your track record of accomplishments. It is in production mode that projects come together, people come on board with your vision and you are able to meet and exceed deadlines with relative ease.

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It's important to recognize this mode for what it is since we will all undoubtedly experience it from time-to-time, in cycles. Equally on par with recognizing the mode for what it's worth, is to act upon it and capitalize on it once it occurs. Some of the greatest, most notable achievements have been completed by world-renowned people who learned to maximize their effectiveness while in production mode.

- We can venture into production mode by focusing on and completing one project at a time. With each project we complete, it causes an almost, synergetic energy to take over that enables us to be focus harder, work smarter and produce even greater results.

### **Evaluation Mode:**



Evaluation mode is a powerful  
tool to help us gauge where we  
currently are and to better  
envision where we are going.

While in evaluation mode, we undergo a time of reflection, of contemplation and of self-realization. It is during this time that we re-assess our values and make sure our character and our integrity remains in-tact, undeterred from external or internal influences. Evaluation Mode is often the precursor to the next stage of advancement or a new level of development in our personal lives. Evaluation Mode enables us to see where we are to better determine where we need to go and what action steps are required to get us to that point.

While in evaluation mode, we evaluate our networks and associations. During this period, we make sure we are making the right kind of connections and building a beneficial network. For evaluation

mode to occur, we will most likely feel the overwhelming need to look inwardly as well as outwardly. We will begin to question our motives and that of our fans, friends or followers. Once this mode of evaluation has completed its cycle, we will undoubtedly become better individuals as a result. This will occur in the way of both, our personal and professional development.

- We can transition to evaluation mode by being objective and free of preconceived notions.

### **Inspiration Mode:**

While in inspiration mode, we are typically peaking out at top-performing levels both mentally and physically. Inspiration is a powerful catalyst to self-improvement and overall, personal development. When we are inspiration mode, it is relatively easy to think up new and innovative product ideas or to brainstorm solutions to pressing needs at the time. Much can be accomplished while in inspiration mode.

Inspiration mode often comes on us at inopportune times or unexpected moments. This cycle or mode of inspiration may come late at night when we are attempting to go to sleep but thoughts of success and of achieving our dreams keeps us tossing, turning and completely restless. While it's important to write our inspirational *ideas* down, it's ultimately more beneficial to act on those ideas and put them to good use. Inspiration mode at its finest, most idyllic state occurs when we allow it flow unstaunched and without inhibition so that it empowers us to create something worthwhile and significant for the world.

**During inspiration mode, we should completely give ourselves over to the moment at hand and *enter the zone*.**

**Inspiration mode is what writers will term as writer's liberty and artists will label as artistic ability. It is that pivotal moment when the world around with all its external distractions suddenly fades from view and all that remains is the beauty that our expressive self has created at that moment of complete, uninhibited inspiration.**

- We can ascend toward inspiration mode through possessing positive mental fortitude and by allowing our actions to be guided by our ultimate goals of success.

### **Collaboration Mode:**



Collaboration mode is closely related to production mode in that much can be accomplished; however, with collaboration mode it is the power and dynamic of working with others that brings about the desired result. When in collaboration mode, it's logically important to choose our partners wisely since we will

invariably be working with that person or group of persons on through to the project's completion.

This mode of collaboration often comes about when we have a plethora of projects requiring completion or one mammoth project with a multiplicity of components where employing the expertise of many is the only viable solution. It's important to remember that in collaboration, the involvement of many never takes away from the abilities of him or her who launched the product.

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Rather, collaboration makes it so that the finished project is much grander than the original plan since the contributions of many far supersede the lone contributions of the original creator. This is collaboration mode at its finest.

- We can launch collaboration mode by getting others to buy into our vision and be fueled by our passion for the task at hand.

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### **Desperation Mode:**

For obvious reasons, desperation mode is not listed here as a mode to be desired or accessed but definitely it is listed here as one that should be guarded against. Once we assess and identify this mode for what it's worth, we can take actions to course-correct it as expeditiously as possible.

Desperation mode occurs when people are facing difficult circumstances and succumb to conducting their business affairs in an almost, panicked state. In their spoken words or unspoken mannerisms, they emit a kind of heightened state of emergency mentality. The resulting outcome is that those in desperation mode can come across as insincere in their relationships or worst; their true intent is laid bare and they treat others as if those individuals were merely a means to an end.

**Desperation mode often takes place when the desperate individual has foregone the value of building relationships for their respective merits alone and instead, seeks only to get something out of the relationship. Individuals who find themselves in a mode of desperation are following a self-seeking or self-serving path that neither benefits them nor brings any value to those around them.**

To exit desperation mode, one must place more value on the relationships he or she builds over that of any temporal, financial gain he or she may get out of the relationship. Ultimately, by placing emphasis on the building of relationships as the first order of business and not the other way around, the unexpected side benefit is that by doing so, one will still merit financial gains in the process. The value is in the building of relationships and this often comes to light as evidenced in the many financial benefits that occur along the way when the right people do the most ideal thing- they focus on other people.

To grow an audience and grow our influence as in-demand individuals, we should always convey an air of confidence and vision. The confident person who is endowed with vision knows where he or she is going and because of this, does not meddle in or waste time on any acts of desperation. Confident people are defined by their purpose and driven by their principles to succeed and be their best at everything they set out to accomplish.



*-We can escape desperation mode through re-assessing our values, re-focusing on relationships and by re-igniting our vision for life and success one goal at-a-time.*

### **Visualization Mode:**

During visualization mode, we focus on making changes in the present to help improve our circumstances in the future. We contemplate every choice, decision and action to determine how they will influence the outcome of our lives and the lives of others. While in visualization mode, we must always be mindful of the grander scheme; to see that every seemingly small or minor detail will affect the overall outcome in how events play out.

Visualization mode puts our ideas into tangible, visible form and makes them more *real* to us. It is therefore, crucial to our development on multiple levels since it helps keep us grounded with a proper perspective while simultaneously keeping us elevated with higher hopes of what the future may yet hold. The art, skill and technique of visualization are then the acts of manifesting our dream-life into reality within our present, everyday lifestyles. It is the meeting ground where our present intersects our future and where our situation bows to our expectations.



**Hallmarks of operating within visualization mode include:**

- Clear-cut path through life mapped out
- Absolute soundness in decision-making
- Hopeful anticipation of the future
- Positive attitude and healthy outlook
- Contagious vision that attracts an audience
- Fixed in focus and prioritized in purpose
- Undeterred faith and vision that leaves little room for doubt or disbelief
- Not easily deterred or distracted by the menial or the insignificant
- Always advancing in the spirit of progress, ever evolving and constantly striving to win
- Associating with like-minded people who have “been there and done that”
- Ever looking for open doors of opportunity in which to walk through and benefit from
- Constantly seeking to elevate others along the way and lead them toward their calling
- Committed to the ongoing cause of personal development

- We can transcend into visualization mode through keeping our perspective and vision at the forefront of all our decisions and actions.

***Concluding the matter:***

These call-to-action steps are mentioned for our benefit in helping us on our quest to become persons who are sought after and in-demand. Becoming a person in-demand and well favored should be the ultimate objective of all who seek to contribute something worthwhile to society or leave behind a lasting legacy. The choices we make today in regards to how much value we place in paying it forward will determine the return on our life’s investment in the future. Let us therefore, choose to invest wisely so that we can one day reap the benefit of life well spent, whose valuable contributions to society are ever, in-demand.

The truly, professional hero is ever evolving – developing his or her skills, defining areas of need and opportunity and determining the next, best course of action. Professional heroes continually operate in a

progressive state of flux, advancing toward new opportunities and unlimited possibilities.

As society's sought-after professionals who are the true heroes of our day, we should welcome this ever-evolving life, for it is moving toward something big, something better and something just beyond the here and now...

*Be the Hero the world needs you to be!*



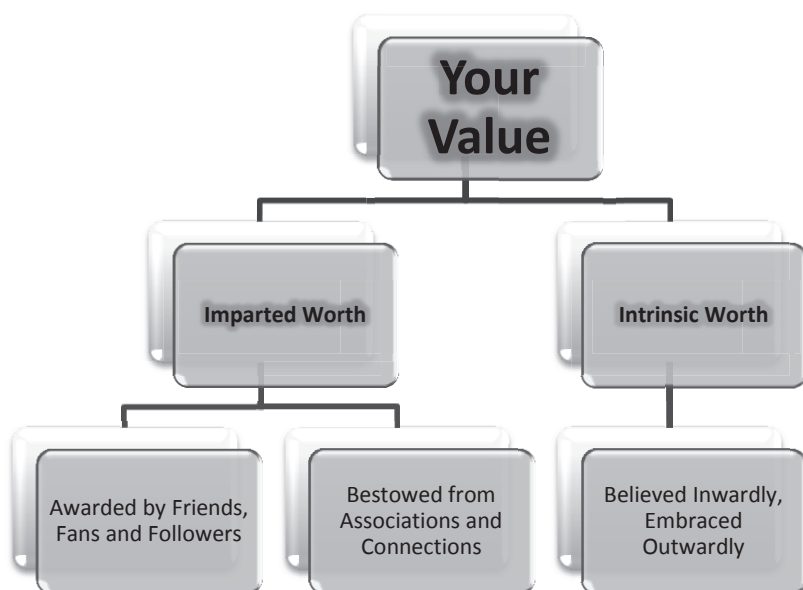
# Chapter 11

## Business by Design

**Sharing some power-packed moments  
With Marketing Maestro, Josh Delaney**

*“Command presence and take charge. Know that you have something that other people don’t possess. You have knowledge, you have experience. You have value that is needed.”*

Josh Delaney



# W

hat are the building blocks of a successful business and a meaningful life or in other words a business and a life by design? For most, these are difficult questions to ask, let alone to answer. Yet, they are some of the most important considerations we will ever give any heed or thought to.



As a young adult, it was important, no; it was absolutely essential that I know these things for myself. So, I did in my earliest stages of adulthood what some never learn to do until later on life, after the best of their years have passed. It wasn't that I was smarter than them or that I was given special privilege that only a few lucky ones get to have. What I had though, was an untainted belief that I

too was worthy of *the dream life* that so many around me were enjoying. I also possessed an undeterred vision to make my dreams a reality, regardless of whatever obstacles I had to overcome or that stood in my way.

Below are some of the principles I learned along the way to build a successful life and business by design. They have become the foundational cornerstones upon which I have built and continue to build the dream life I've chosen to embrace:

**I. Expanding your Hero Status: Create your own Economy:** I

learned early on in life that to be successful and to have the kind of life I chose to live for myself; I would have to create it on my own. This meant I would have to build it of my own volition and efforts. Once I realized this, I was able to quickly make a determination on what needed to be done to get there. I knew then that I would never be content just working for someone else. Working for a company as an employee meant that I would be limited to how much I could earn from salary caps imposed by the employer. Knowing this, I made the

decision to instead, play by my own rules and to launch out on my own.

Launching out to pursue my dreams and create my own economy has been the most challenging, yet greatest decision of my life! By creating my own economy, I've been able to work my own schedule, be my own boss and build my own wealth enterprise. In addition, there are no salary caps but I am able to enjoy the fruit of my labors much like the planter enjoys an abundant, plentiful return from his labor at harvest time!

With all of the talk on The Recession and the economy, it would seem that the media is doing more than just broadcasting the news; it's almost as if they are attempting to discourage people from launching out and creating an economy of their own. In reality, the only "recession" going on in the world is in our minds. Yet, only you and I can change this dynamic by firstly, inventing our own opportunity and building up wealth in the process. Secondly, only we can change this dynamic by creating our own economy and in so doing, increasing our value as in-demand leaders of the day.

Creating an economy all our own is the true secret to financial freedom! It is the key to pursuing our dreams and the answer to achieving true success in life! We were never meant to settle for second best or to accept things as they are! Through creating an economy of our own doing, we will be empowered to change our situation and improve our conditions! It's time to overcome the recession in our minds to chase after our dreams with reckless abandon!

Now that we understand creating an economy of our own is the true key to building a successful *business by design*, right now is the right time to get started doing the very thing that will take you where you want to go. While analyzing and contemplating an *approach vector* may be great for piloting a plane, in business it's all about the doing rather than the thinking. Do strategize; just don't let it paralyze you from action. Here are some pointers on how you too can improve your situation and become more in-demand.

***Hero Tactics for growing your worth and demand:***

- ➡ Do what you love the best and share your passion with others; the money will come!
- ➡ Perfect your trade and become proficient to the point that others need your talent!
- ➡ Offer a portion of your time and talents for charitable purposes as this opens doors!
- ➡ Become intricately networked in the community so that your name is spoken often!
- ➡ Follow market trends and discover a niche product or service that you can offer!
- ➡ Build a support network of other successful people and glean from their successes!
- ➡ Stay true to your dream, your passion, your idea and your vision and success will come!



**II. Expanding your Hero Status: Build a Lifestyle, not a Business:**

After launching out on my own and enjoying a few hard-earned successes, I realized that I had to maintain focus to avoid misappropriating my priorities. To me, this meant that I could *chase the mighty dollar* and be a slave to my work, day in and day out or that I could enjoy the lifestyle that my work and success had made possible for me. Looking back in retrospect, I'm so glad I chose the latter! I chose then just as I continue to choose now on a daily basis – to build a lifestyle, not just a business. I love the life I live and I live the life I love! This has become my life's mission statement and I have strived to live by this motto with every new project I take on and with each new opportunity I embark upon.

By choosing to build my lifestyle and pursuing those things that give my life purpose first, I found that I was able to more clearly achieve my objectives in every other area of life and business too. It's amazing how success in one area of life breeds success in other areas of life as well. I have found this to be true in every sense of the word. Allow your success in one area to propel you to success in another area. In considering this,

I'm reminded of Tarzan swinging from one vine to the next to get to his destination. The momentum of one successful "swing" carried him to another vine, where he was given opportunity to repeat the process again. By allowing one successful swing to carry him to the next and the next and next, he finally reached his goal. In making application of the above analogy, allow the momentum of your previous successes to elevate and carry you to the next stage of success in your life!



***Allow your successes to carry you to unprecedented heights!***

By being successful in building the lifestyle that I chose for myself, it wasn't long until that success bled over into the business world and manifested itself in numerous, lucrative business endeavors I became involved with. This was in part due to the talents and skill that I had to offer, but it was equally in part due to the timing of the opportunity as it presented itself. Yet, the most important factor contributing to my success in business was not about talent, skill, timing or even opportunity. Rather, it was all about priorities- I chose the most



important area of life to focus on first – building my lifestyle over that of merely building a business.

We see it all around us on a daily basis: high level executives in today's largest corporations exhaust themselves and empty themselves just to get to the proverbial "top". They often lay aside their principles and priorities on the way up the corporate ladder. Their focus is typically so entirely fixated on that elusive dream of being number one in business that they pass up a lifestyle of purpose along the way. Too often though, it is not only those individuals who've lost sight of their priorities that end up missing out but those closest to him or her who suffer in the process. Yet the antidote, the remedy and the solution to preventing this is simple and easily achieved when we learn to build a lifestyle and not just a business. Building a lifestyle over merely building a business is a precursor to becoming more in-demand in life, in business and beyond.

Realizing the importance of building a lifestyle over that of a business, here are some considerations to help empower you to do the same on your life's journey:

### **Hero Tactics for building a lifestyle and not just a business**

- 👉 Define your priorities and build your life, your focus and your ambitions around them
- 👉 Determine your destination and let every action you take bring you closer to that goal
- 👉 Decide your direction early on and do not stray or detour from the course
- 👉 Defend your passions and your beliefs and never doubt your position
- 👉 Discover your potential and don't settle or stop short of reaching new heights of success
- 👉 Design your life with intention and purpose and stick to the blueprint you've drawn up
- 👉 Develop your skills, talents and character and be prepared for the lifestyle of purpose
- 👉 Discard those areas of your life that neither prepares you or empowers you with purpose

**III. Expanding your Hero Status: Prevail over Past, Proceed Toward Future:** I thought the catchy phrase might help drive the point home a little further. The point is this: so many people lose sight of where they're going because they're still hung up on where they've been. It's challenging for some to let go of the past: past hurts, past failures, past regrets, past struggles, past abuses, past this or past that because they're far too focused on reliving those painful memories rather than embracing what the future has in store for them right now. It's important to realize though that the past cannot be undone; it cannot be changed or altered so it certainly should not be relived!

Leaving the past in its rightful place not only paves the way for progress in the present; it also secures us a spot in the future for additional, upcoming successes. What's most important here is that we leave the past buried where it lies so that it no longer holds power over us or limits what the future still has in store. Only when we are truly free from the scars of the past can we open ourselves to receive the joys of the future, here in the present!



We all know the most successful people in life by their track record of successes. These are the Steve Jobs, the Bill Gates, the Mark Zuckerbergs and the Warren Buffets of the world. Yet, what is not as well known is they each have a track record of failures that equally contributed to their massive success in life. Steve Jobs was fired from Apple; the company he built! Although, they later hired him back to lead the company to new, uncharted success, the fact remains- they

fired him before the success story of Apple would come to fruition! The difference is: Steve and the others have learned to use their failures as a catalyst to propel their lives forward... beyond the failures, rather than allowing their failures to keep them grounded.

There is a world of unlimited possibility that awaits us. There is a life of unparalleled blessing that surrounds us. There is a place of unprecedented beauty within and without each of us. We need only to let go, to let it in and allow it to move freely through us. Once we let go of our past, the future is ours to embrace and the present is ours to experience, here and now...

**IV. Expanding your Hero Status: Harness your Skills; Hone in on**



**your Talents:** All too often, people think very little about what they have to offer and instead, focus on where they lack or what they need to improve upon. While a little self-assessment never hurt anyone, it can create self-imposed limitations if left

unchecked and without a counter-balance. The counterbalance to this is the act of realizing what you and I are indeed, really good at doing!

To truly win in life, we should learn to harness the lessons learned from our past mistakes and use them as a foundation upon which to build our future dream life. Failing in life or failing to reach our goals is not the act of failure in itself. Rather, the non-action of refusing to get up, to get right and to get on with it; this is failure.



Those things that we are good at represent our skills and talents. They are those daily activities we gravitate toward and are comfortable doing. Our skills and talents are also easily recognized by others, who observe and witness us at our best, even when we don't realize it. These unique

sets of skills and talents that each of us possess are as much a part of us as sleeping and breathing. Since we enjoy doing them, are good at doing them and in our comfort zone while doing them, it just makes good sense to focus on that very thing – just doing them!

Rather than focusing on the areas we lack in or need to improve upon, we really need to give our skills and talents our focus and priority. The reasons are simple: 1) by focusing firstly on our talents, we are performing at our best and able to perform at peak levels in other areas too including those areas needing our attention and 2) by focusing firstly on our skills and talents, we are doing something we are happy and passionate about. When we are happy and passionate about something, it's very easy to transfer that state of mind over to other areas in life – including those we lack in or need to improve upon!

To truly be effective in life, we should learn to harness our skills and hone in on our talents, whatever they may be. Our skills and talents will sustain us and carry us through, even when all else seems to have failed or has not gone according to plan. By giving top priority and first place to those things that naturally define us, we are *still* improving ourselves! Even when there are other areas that need improvement or that we lack in, it's ok to work on them and give some attention to them but not at the expense of forsaking what we do best.

Our talents and skills are like diamonds that took time to form and years to discover. Though they may have been *buried* in the rough and not readily visible or available, they were there all along – slowly being developed and formed into the beautiful gems they would one day become.

Some people think that the real definition of self-improvement is to focus and improve only on those areas they lack in. This line of thinking is an oversight at best or a false assessment at worst. While seeking improvement in all areas of our lives has merit, it is the continual fine-tuning of our skills and the honing in on our talents where true worth is displayed. Knowing this, that our skills and talents are like rare, precious gems, here are a few strategies to help us focus upon them and develop them to an even greater extent. Developing our skills and talents is one proven method of growing your worth and becoming more in-demand.

### **Hero Tactics for harnessing your skills and honing in on your talents:**

- ❖ Dig out a daily slot of time to exercise your talents and engage in performing your skills
- ❖ Chisel out your list of priorities to ensure your skills and talents top the list
- ❖ Mine out all the distractions and clutter that if left alone, only devalues your treasure
- ❖ Explore new areas of interest to discover other skill and talent gems that are still hidden
- ❖ Protect your treasure trove of talents and guard them carefully and purposefully

### **V. Expanding your Hero Status: Life is a Contest and YOU are the**

**Competition:** The sooner we realize that life is a contest and a challenge, the better equipped we will be at confronting it and ultimately overcoming it. We are in this to win but to win, it means that we have to fight for some things and conquer other things that stand in the way of achieving our objectives. Our dreams and goals are worth fighting for but to do so, we must learn one of life's most important lessons – that we are



our own worst enemy. In this challenge and contest called life, we must realize that we are the only real competition that stands in the way of us achieving our goals.

You must firstly win over yourself if you are to win in other areas of life too. You are your greatest challenge since no one knows your strengths and weaknesses better than you! **As the defending champion** of your life's purpose and aspirations, it's up to you to overcome whatever challenges rise up to confront you. If the challenge is being in front of an audience or speaking before the public; the only way to overcome this is to confront your fears and lay them to rest by actually, doing them! If the challenge is going back to college to finish your degree, then the only way to conquer this challenge is to just take the first step and go take a class. Until you overcome yourself, your goals of being an in-demand person are far-fetched and unrealistic. You have to win over YOU to prove to yourself and others just what you can do!

When the realization sets in that YOU and you alone are your greatest challenge and the only real competition that you have is yourself, the words and actions of others suddenly don't seem so damaging. If, for some reason, someone attempts to belittle or demean you, just realize their actions are but a mild annoyance and that they have no power over you. If, you are on the receiving end of a nasty rumor or somehow land in the middle of a heated debate, just remember it has no effect over you since you have already mastered yourself.



To become more in-demand and to grow your value and worth, you have to work on YOU – You in all your idiosyncrasies, your shortcomings, your pet peeves and your quirks. If you overcome yourself, you can overcome any challenge that comes your way. Once you defeat the challenger, you will retain your rightful place as a true winner in life! Below are some tips for empowering you to win and for enabling you to excel in every situation:

- ‡ **Strive for mastery and triumph over your biggest competitor – YOU!**
  - ‡ **Review your past mistakes and critique yourself daily for constant improvement**
  - ‡ **Remove emotion from your evaluations and be objective in your self-assessments**
  - ‡ **Use past failures as a catalyst for propelling you to new heights of achievement**
  - ‡ **Associate yourself with other winners so that their successes can transfer to you**
  - ‡ **Set high yet realistic expectations for yourself and never accept defeat or failure**
  - ‡ **Overcome obstacles but avoid distractions that keep you from crossing the finish line**
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#### VI. Expanding your Hero Status:

##### The Paradox of Purpose:

The word “purpose” is a million dollar buzz word that is as equally mysterious as it is easily defined. People often think they know what purpose is and they even seem content to trek through life as if “fueled” by purpose but in private, they tend to contemplate the notion of just what their purpose is truly about. There are certainly no easy answers to this and there’s typically a break-down that occurs between knowing the definition of purpose and the actual fulfilling and the carrying out of one’s purpose. Yet, it is in the details where these lines often become blurred.

There are some misconceptions about purpose that I’d like to point out here. We’ll call them “Perception Misconceptions”. They are commonly held notions that tend to get the best of us from time-to-time. A proper understanding of



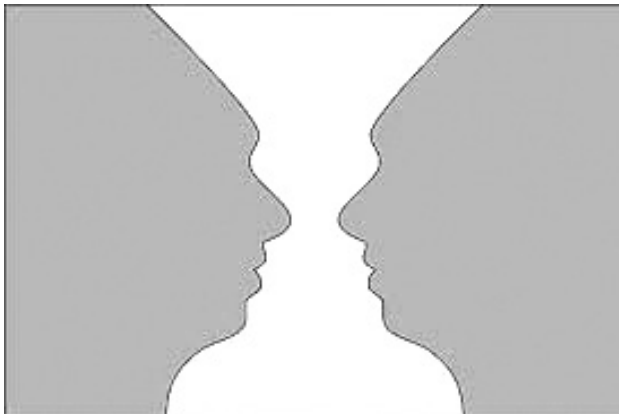
what they are and how to avoid them is always the ideal course of action. Let's explore them here.

1. **Perception Misconception # 1:** To some, their purpose is defined by their work, their jobs or their careers. While there is definitely merit and possibly even nobility in this perception; it is short-sighted at best. Our work or careers should not be the gauge by which our worth and merit is measured.

Each of us has so much more to offer and so much potential latent within that we seldom scratch the surface of our true value. We are meant for something greater and our jobs and careers are merely a means, or a vessel to carry us toward our true destinations.

2. **Perception Misconception # 2:** For other well-intended people, their purpose is summed up in the pursuit of pleasure, adventure or in engaging in the extreme. Though fun and exciting this notion may seem; it is trivial and temporal in the long run.

For some, circumstances may change and priorities may shift that *interrupt* the adventure-seeking, pleasure-filled lifestyle. When this occurs, many who live by this rule are often shell-shocked by the abruptness in which these changes transpire. They find it hard to adapt to their new set of circumstances and this can leave them distraught or depressed over events they have no control over.





In all truthfulness, each of us has to come to terms that at some point, the party and the fun times don't necessarily have to end, but they do however have to be redirected toward something more concrete and permanent. We shouldn't live our lives in pursuit of temporal pleasures that have no real, lasting merit or worth. Pursuing the permanent and seeking after that which is stationary is the best course of action we can take when desiring to know our purpose.

3. **Perception Misconception # 3:** Then there are those whose entire existence revolves around the desire for wealth and getting ahead in life. Again, this is not entirely a bad thing and it is certainly admirable to improve one's life or financial situation; however, when people base their entire focus and existence on wealth, their lives are shallow indeed.

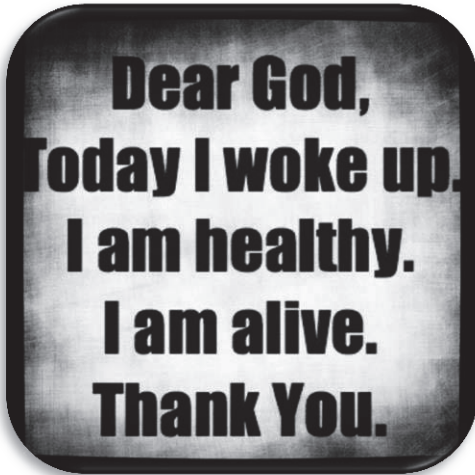
Wealth and financial prosperity are not a state to aspire towards on the merits of the money or security alone. It is however; a desirable state to aspire towards if one's motives and intentions are properly aligned. Having nice things and enjoying the fruits of our labor with a few, well-earned rewards such as new cars, decent homes and other amenities are fine by every standard. Those things are great, so long as they don't distract you from carrying out your true purpose. Being wealthy should compliment and help enhance your purpose, not distract you from it.

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*If used properly, wealth can help carry out your life's purpose on a grand scale that otherwise, may not be possible. Giving to worthwhile causes, supporting charitable under-takings and helping those in need are actions that will always bring you closer to your true purpose!*

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Now that we've discussed the perception misconceptions about purpose, let's discover its meaning, for this is where the paradox of purpose is substantiated. We have a better understanding of what purpose is not, yet the question still remains of just what purpose *is*. Defining what purpose is and just what it means will also uncover the paradox surrounding this simple, yet sometimes, often misunderstood word.



Here it goes. Are you ready for this? The paradox of purpose is this: we will discover the purpose and meaning for our lives by firstly, helping others find the purpose and meaning in their lives! We become empowered to achieve our dreams by firstly, helping empower others to reach their goals and dreams! We become enriched with definition and meaning by firstly, enriching others and

helping them define their lives in the process! We will become more valuable and in-demand when we firstly, help others realize their own intrinsic value and worth!

God has a plan for each of us and by aligning our purpose with his plan; we will discover our meaning and the value we bring to others. We are special and are not here by happenstance or mistake. Once we understand this and adopt this mindset as our own, things will begin to fall in place. By realizing our unique place in the world and the special purpose that God has for us, we have already won.

When we live life with this mindset as our own, menial things like "am I good enough?" or "am I strong enough and good-looking enough?" suddenly no longer have merit. God made us just the way we are for a reason and his plan is perfect. Understanding this will help us move forward in life. This is even a greater example of the paradox of purpose: our lives become defined with meaning by firstly finding meaning in God.

This paradox of purpose can be found in nearly every facet of our lives. The more we give of ourselves to others, the greater they will give of themselves back to us or to those who follow. The greater our investment in people; the greater the reward we will reap in relationships, friends and followers. The more we lead and the greater we teach others; the greater our influence will grow and the more widespread our teaching will fall on listening ears. Let's define our purpose by discovering where its true power lies- in empowering those we lead!

***When we understand this concept, the phrase "Business by Design" will take on new found meaning and significance. By knowing our true purpose and acting upon those principles that fuel our purpose, we will enter into something beyond mere business by design; we will experience life by design in all its wonders!***

**Hero Training: Treat your business like a business:**

One of the most profound truths I learned as a new business owner was that my business needed to be treated as such- a business. This may sound basic and fundamental but it is the foundation upon which a successful enterprise is built. When you launch a business, suddenly your time is your own, even though it requires the bulk of it to be invested back in your business to see it through. Still the fact remains; you will have more time to use as you choose and to spend it on wherever your passion lies. In addition, if you as a new business owner manage your business correctly, there's a good chance you will earn a greater income than you had earned working for someone else. Once this occurs, it is more important than ever to treat your business as such to see it through to success.

***To treat one's business as a business requires discipline, focus and a fierce desire to succeed. Running a business is not for the faint of heart or the dim of vision. It mandates that we become resolute in our determination and steadfast in our belief that we will succeed!***

Running a business is one of the riskiest, yet one of the most rewarding decisions you will ever make. There are countless benefits including tax breaks, unlimited earnings potential and more time to

spend on what matters to you the most. In addition, there is a sense of pride and accomplishment that you will experience and that is unlike any you will ever know. Every business-minded person who has entrepreneurial aspirations should seek to launch a business and make it a success. Here are some benefits of launching and running a successful business:

- 👍 The benefit of more time to pursue and practice what you are passionate about
- 👍 The benefit of unlimited earnings potential and the luxury of spending it as you choose
- 👍 The benefit of a sense of accomplishment, pride and purpose
- 👍 The benefit of respect and accountability within your local community
- 👍 The benefit of networking and collaborating with other key people
- 👍 The benefit of building a successful enterprise that grows in value
- 👍 The benefit of establishing yourself as a leader among peers and colleagues
- 👍 The benefit of personal development as you grow in confidence, belief and vision
- 👍 The benefit of tax breaks and business write-offs

When you treat your business like a business, it will likewise reward you with the same regard as you have given to it. Your income levels will grow and you will experience many other benefits along the way. Having a successful business by design requires that you treat your business like a business and separate it from your hobbies or personal life. Hobbies are great and necessary for expressing oneself in creative or artistic form but when it comes to business, we should learn to keep our hobbies separate from our businesses.

This is not to say however, that our business can't be enjoyed like a hobby nor is it to say that we can't make a business out of our hobbies. If we truly love and enjoy what we do as a hobby, that in itself is a good foundation in which to build upon when deciding whether to launch a business or not. Some of the most successful businesses are those where a great idea was fused with a deep-seeded passion to put the idea into action. If you are able to successfully balance making a

business out of your hobby; this is the true definition of having the best of both worlds.



To build a successful life and business by design is perhaps, the greatest challenge you will ever undertake. Yet, the rewards are far too many to count as you look back on your life in retrospect and see all that has been accomplished. It's a humbling experience; for in seeing how much has already been accomplished only opens your eyes to the realization of just how much there is that's yet to be done. This truly is the definition of a life by design:

living your life on purpose for the greater purpose of discovering something that's bigger than yourself. This is life and business by design at its finest...

### ***Your Life's Purpose: What will you discover?***

**W**hat does it take to be an on-demand, in-demand leader these days? What does he have that I don't? Have you ever said that to yourself before? I'm sure you have. I know I have. It wasn't until I immersed myself into a new kind of lifestyle that I actually learned what other people had that were in power and in wealth. They were good with their finances; they were good with their health and fitness. What did they have that I didn't that I could use to learn, to grow, to excel and to get ahead?

### ***Setting some benchmarks:***

I ask that of a lot of people when we sit down to talk about business or lifestyle or finances or anything of that nature. Where exactly do you see yourself in 5 years? It's not a dream but a reality. Where do you see yourself and how are you going to get there? What benchmarks are you going to use every month, every week? More importantly, every single day, what are you going to do to get yourself there?

***Harness your Hero Power: Lead with Logic:***

Another big question was- do you lead with logic or emotion? When I looked at these people that had characteristics and abilities that I didn't have, I noticed another characteristic about them- that they had more logic than emotion in their every day interaction in business. In their lifestyle, they were focused. They were in tune with what they wanted and they acted upon the logical thing to do to allow them to grow.

	I found out that for me, it was all about taking action and focusing on specific goals and benchmarks What do I attract and what do you attract to yourself?? What do you focus on? Where do you want to be in 5 years is a very important question.	
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I have a lot of artist friends that are musicians and designers. It's interesting when we get into arguments, that they will always seem to lead with emotion and it's my logic against their emotion, which always seems to be unbalanced. When we hash it out and talk about it, not to toot my own horn but it always seems that my artist friends are saying: "yeah, you're right, I might have over-reacted, that I might have been a little too emotional and reacted to that situation."

Love the life you live

A lot of people that I see that are in power and in wealth and that have their lifestyle under control, they lead with logic. They lead with logic. It was very important that I learned that. When you lead with logic, you set focused, calculated goals that become your formula for life and will empower you to get ahead. That's what some of these

people that are in-demand these days are doing to get ahead in this economy and in the everyday social media society that we now live in. People are judged more on their physical appearance, their wealth and what is on the surface, when in reality, it's what's within us. It's what we're using inside of us to gain that growth and to gain these abilities and characteristics as leaders that we are measured by. It's what's inside of us as in-demand professionals that make the difference.

There are all sorts of new businesses emerging these days due to social media, the Internet and other developments that have increased the entrepreneurial spirit. It seems as though every day, I hear one of my friends coming up with a small business idea or a web-based platform that they could make millions or gain riches. This is always exciting because I think entrepreneurialism is great. I think people should be constantly coming up with new ideas and ways to grow, to expand and to live the dreams that they've always wanted to live. You know: "love the life you live and live the life you love" is something I like to live by.

### ***Hero Training: Learn how to fail faster***



There are people out there, businesses and CEO's that are seeking out these in-demand professionals and consultants to experience new strategies within their business and new marketing techniques.

There are even people trying to live and create a new type of lifestyle. These are in-demand individuals out there that specialize in restructuring your lifestyle by transforming your wealth with small, everyday steps, whatever those may be.

What is it that these people have in common? One thing I've noticed is that they fail quickly. They get it out of the way as fast as possible. If you are going to fail and if you are going to mess up do it as fast as you can. Get back up, get back on the horse and try it again. Try it a different way. Take note. Don't fall and trip over the same foot. Take note and make sure you understand what it is you're doing wrong and why you failed so that when you get back up fast and try it again; you don't make the same mistake. Fail faster than your competition. Fail faster than the guy next to you so you can get back up and gain momentum again.

These people want to know that you've failed before. People don't want to talk to someone who's always been successful. What's the fun in that? People want to talk to someone who's made some mistakes in life. They desire advice and guidance from the professional that has seen the good and the bad and who's failed a few times. They want to find out from someone who's been there and seen what it's like at the bottom. They really prefer to learn from someone who's been at the other side of the fence and who knows what it takes to get over.

***Hero Tactics: Transform your life one goal at a time:***

Recently, I transformed my personal health and lifestyle by doing a 90 day transformation. I cleansed, I drank wheatgrass and was taking in protein. Soon, I began dieting and eating better. Then, I was cutting out soda and drinking more water. It was a concerted effort of taking care of my health and well-being for 90 days straight.

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**During this time I was focused and there were benchmarks that I set and had to reach every week, every month and every day. I was doing something specific to reach my goal and by the time I was finished, I had completely transformed my body in a way that I never ever experienced before in my life. This was due to the fact that I lived a certain way. I had lived on the other side of the fence where I was a little overweight and never in shape. I never had a 6 pack but because I went from the other side of the fence over to this new area, more people can relate to me since I know what it's like to be on the other side.**

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People want to know the good and the bad and that you've seen both sides. That makes you very valuable to the marketplace and to have foresight for other people to not make the same mistakes that you have.

***Hero Trade Secrets: Anticipate what others are anticipating:***

People want to talk with the quarterbacks. They choose to speak with the professionals that know how to run the play and who know what the linemen are supposed to do or know what the defense is anticipating. I often say that you should always be anticipating what others are anticipating. I'll say that again, you should always be anticipating what others are anticipating. Command presence and take charge. Know that you have something that other people don't possess. You have knowledge, you have experience and you are valuable.

*What you're good at is where  
you'll be the most effective*

If you think back to what is it that you're really good at, you'll know where you can be the most effective. If I were to ask you about something you're really good at, perhaps it's playing guitar or maybe it's investing or maybe- day trading, you would be able to tell me without thinking about it. You could be excellent at utilizing technology or social media. You may also know how to advertise on Facebook really well. If you're an expert in something, take charge of that. Be that in-demand professional. Increase your value.

***Expanding your Hero Status:***

***Be the Expert in your Field:***

I see so many people these days giving of their time for free. Nobody values you when you give yourself out for free. It wasn't until I learned that I could charge thousands of dollars for my consulting services when the very first person hired me.



I'll share a short story. The very first person that took me up on a consulting agreement; it really wasn't supposed to happen. It was actually a joke. I had met with some people about their Internet marketing strategies and how they could do some pay-per-click campaign or they could launch a product they were working with here in Beverly Hills. I was valuable to them. I had information that they could not get anywhere else. They had not come across the information I was providing to them. I had a very high position of authority with this company. It was a multimillion dollar skin care company here in Beverly Hills that was launching a new product line and they wanted an entirely new marketing platform. So, they saw value in what I had. They realized my worth and the value I could bring to their business.



To be honest, I was too busy to take on that client. I was too busy to work with them for the rates that I was charging. I was charging hundreds of dollars for consulting rather than thousands of dollars. I told myself that I really didn't want to work them for my current consulting fees since I had felt that my value had gone up. I feel like I'm worth more money now days. So, as a joke, I sent them back an email saying: "I'm sorry but it's going to cost you \$2000 to meet with me for another 90 minutes. I've already met with you once for 90 minutes for free and gave you a lot of value but the next time we meet, it's going to cost you \$2000." I thought they were going to say no and that I

wouldn't have to deal with it. I thought I was going to be off the hook but when they responded less than an hour later with "ok, you've got a deal, I thought to myself: ***I'm now worth \$2000 every 90 minutes.***"

What would that do for your business if you could charge \$2000 every 90 minutes? I'm not saying I charge \$2000 every day and that I'm making millions of dollars in consulting, please don't mistake that. But I'll tell you, when I am hired for my consulting services, they pay me thousands of dollars to sit down and talk with me because I'm an expert in my field.



***Harness your Hero Power: Command a Presence:***

I command a presence when you're with me. I don't take no for an answer. I don't have reasons, I have results. I am an expert in my field and I will give you the highest value in the industry within my particular marketplace.

Commanding a presence is the gift of possessing that certain aura of confidence about you. It is taking charge of a situation knowing exactly who you are and what you're about. When you command a presence, others take notice and give proper respect. People will follow a person who commands a presence.

I know it; I believe it and I stand by it. I am worth my value. You need to say that to yourself. Write it on your mirror, put it on a sticky note, and place it in your car. It will change the way your entire business runs. When you speak with that authority and when you walk with that authority, people know that you're valuable.

***Hero Techniques: Become less accessible:***

Making yourself less accessible is a way to become more in-demand. I let my emails build up for a couple of days before I respond. I don't respond on Facebook instantly. There needs to be awareness that I am valuable. My time is valuable. Do not mistake my interactions on the web that people see me in social media as a waste of time. You have to value your time and let people perceive you in that value.

***Hero Training: Keep personal separate from professional:***



So many people are posting the most ridiculous things on their social media walls, their Facebook walls, and their Twitter page. They let people into every part of their lives. I'll tell you this and this is my opinion, I don't want people to know the majority of my personal life.

My personal life is very different from my business life. I like to keep those separate because if you

knew how I was in my personal life, you might not take me as seriously. I don't say that because I'm *not* an expert in my field, I say that because I'm a complete and utter goofball. I joke around. I like to have fun. I like to have a good time. But when it comes to business, people pay me to get things done. People pay for results. That's what I do for them; I provide results and get things done.

They like to have a good time but they like bigger paychecks even better. They like results better. So, I don't like to mix the business and personal world. My Facebook account is all on purpose. My pictures are all on purpose. My videos are on purpose. My postings are on purpose to let



you have a perceived value in me and a very high value and evaluation of me.

***Harness Tactics: Produce results and increase your worth:***



I enjoy watching the Shark Tank on ABC where they talk about evaluations and entrepreneurs with dreams. You can tell with these investors that people of high caliber like to work with people that are results-oriented. It

doesn't matter if you have the greatest idea in the world. If you cannot produce results, if you cannot command authority, you did not provide value to what you are trying to accomplish. If you do not make benchmarks to reach every single day, you are not going to be valuable and you are not going to be in-demand in your marketplace.

***Hero Trade Secrets: Think twice, move once:***



Thinking back, emotion is something that we do NOT want to lead with. If you think back to the Roman times or if you think back to even Greek Mythology or to the time of kings, how did they carry and conduct themselves? Think about all the movies you've seen: "300", "Clash of the Titans" and consider the rulers of the day; those smart kings and queens- were they emotional, were

they obnoxious or were they out of context? No, they were forward

and they were blunt. They were calm and soft-spoken but when they did speak, they spoke with authority. When they spoke, people listened. They were soft-spoken, quiet and contemplative. They thought twice and moved once. I tell that to a lot of people I work with. Think twice and move once.

***Hero Tips: Empower others through recognition:***



This is another big thing that in-demand professionals will do. Something that I like to do when I get to meet new clients or I meet people for the first time is- I love to recognize them. I put myself in a place of power and authority by automatically feeling that I am capable of

recognizing you for what you're worth. I acknowledge your glory and your value. If I meet you and you seem to have a quality that stands out, I will let you know. "Hey, you seem great at this." "It seems like you really know what you're doing." I'm going to recognize you and that's instantly going to put me in a place of authority in your mind because not everyone will recognize or acknowledge something noteworthy about you in your everyday life.

***Hero Training: Relationships are key to everything:***



So, the ones that do, you keep note of and you keep track of. You notice that they're observant. You always want to be observant and to be on point with who you're speaking with. Take note of who you're talking to.

Relationships are the number one thing that you can value and

keep close to you right now.

In eight years of being in business and having created multiple successful companies; the success I enjoyed has always been about the few relationships I built years ago. These have lasted the test of time because of the loyalty and camaraderie we had as business partners. Those few relationships have turned into hundreds of thousands of dollars for me in the past.

As I work on to generate millions of dollars in the future, I'm going to value those relationships. I'm going to get to know who I'm talking to. If I meet with you as a client, I'm going to get to know who you are. I choose to know your strengths and your weaknesses. Where do you see yourself in 5 years? What do you think you could teach me? What do you think I could teach you? All of these questions are questions of authority that you should have when you're speaking with someone else.



***Hero Tactics: Exercise authority and ask empowerment questions:***



Think about it. When is the last time that you had a conversation with someone that asked questions from an authoritative, empowerment position? When's the last time you've been asked questions like: What are you trying to do with your life? Where do you want to be tomorrow that you weren't today? What is it that you feel like you're missing? What is it again, that you feel like I could teach



you? What do you think you could teach me? How can we move forward together? Again, where do you see yourself in 5 years?

These are things that most people do not get asked. So, when they do, there is a sense of power and authority, something they had not seen before. Work on that as you talk to people, as you network, and as you get to know your clients and customers.

***Hero Tips: Be mysterious and quiet about your growth:***



Always be mysterious in your growth and in your tactics. I always find it humorous when people like to announce every benchmark they make. I am all about sharing your story. I'm all about letting others know what you've accomplished when it comes to success in finances, and when it comes to your success in business. However, I've come to learn out of experience with many other business partners that have made millions in the marketing, business and investing industries- that it always pays to be quiet about your business growth. Never let people know how much money you do or don't have. Nobody knows. The value in that is going to be in how you act and in the relationships you build, not about how much money your business is worth.



So many people think they need to be making a million dollars before they will be taken seriously. Trust me when I tell you, you do not need to be making a million dollars to be taken seriously. I'll never forget when I first started business; I was traveling the country with my first marketing company, a direct sales business. I was sleeping on a couch, the first year I was in business. I was speaking on stages in front of 1500 people and I was making \$2000 per week.

Nobody knew it though. I was sleeping from couch to couch, hotel to hotel. I was living like a bum. I was eating Ramen noodles to build my business but when I was on stage, I never let that be known. When I was



speaking in front of thousands of people, sharing with them how to grow their business and how to grow their lifestyle or their everyday lives and relationships, people thought I was making millions.

They thought I was on top of the world, which I was on top of the world but that didn't mean that I had to be making millions to be on top of the world. It does not mean that I have to be driving a Lamborghini or to have a wad of cash in my pocket. It doesn't mean that you have to have all these things. It's not about resources; it's about being resourceful. You don't need more resources; you need to be more resourceful. Be more effective with what you have.



***On top of the world!***

***Desperation: the opportunity killer:***

Something I see professionals struggling with is that they act so desperate. Everybody wants to be so quick to make a sale. They don't want to get to know anyone. They're not willing to build a relationship. People smell desperation. We're all like dogs and we can smell you if you're trying to sell us something. We can smell you if you're trying to take us down a rabbit hole. Don't be desperate. Be objective and observe yourself when you're speaking to people. They don't need to know how bad you have it or to know your sob story.

*I'm going to get real with you for a moment- not everyone needs to know how hard you had it, not yet. Let them perceive you for the valuable, passionate expert that you are in your industry. Let them see that. Let them judge you on the results that you provide and not the reasons that they should work with you. Let them work with you based on the results that you provide.*

Too many people are so quick to be desperate and to share why they deserve your business. I'll tell you why you' deserve it- it's because you produce the most results. If you produce the most results, you deserve their business and their attention. In addition, many people don't want to follow up. They're desperate to make a sale and they don't possess any follow-through. They don't want to follow through and build a relationship with you. The biggest problem these days is that there's no follow through.

I get so many emails every day on social media: "hey I want to show you this business opportunity or hey I want to show you this product, here's a link." Why on earth do I care about the link you sent me? Why should I care about the business you want to show me? You don't even try to get to know who I am. You didn't even take the time to look on my social media accounts to find out what I do because if you found what I did, you wouldn't send me a message like this. I'm that person who teaches people NOT to send messages like this. So, I don't care what you have to show me. I don't care about what you want to sell me.

**"I don't care how much you know, until I know how much you care."**

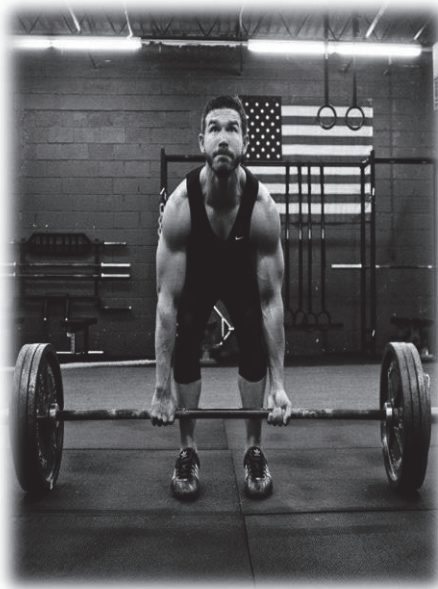


A mentor of mine, someone very close to my heart that's made millions in the industry, has authored many books, and has taught me so many things in the past- Jim Bellacera- once shared with me, "I don't

care how much you know, until I know how much you care.” That line and that quote mean so much to me. It’s so important when you’re talking to people that I don’t care how much you know until I know how much you care. I don’t care what you’re an expert in until I know how much you actually care about it. Why are you doing it? Why can you help me so much? Why are you so different? Why are you so in-demand? What makes you so special?

# What makes you an expert?

I say that in an encouraging tone. Why are you so special? Why is it that you can rise up and can be an expert? All of these things are questions that you should be asking yourself. Every answer that you give yourself, you should be jumping with joy that you’ve figured out another reason to wake up an hour earlier every day.



You’ve discovered another reason to hit the gym an hour earlier every morning, to eat just a little bit better, to watch your finances just a little bit more and to give back just a little bit more to charity. You now have a purpose behind working a little harder every day because you now know why you are so special and why you provide so much value to others. People need to feel and experience that why. They need to feel and experience why it is you’re

so good at what you do and why you’re an expert.

***Hero Training: Be passionate about empowering others:***

Most of my business comes from the energy and the value that I express to others through how passionate I am with my business and how passionate I am for serving and helping others. If you don't see results, then I truly did not do what I am passionate about doing. I'm passionate about giving others an opportunity to grow, to increase their wealth, to increase their health, increase their knowledge and increase their education.

***The value of being in-demand:***

To increase your opportunity, to take more chances in life and to be that in-demand professional that you see out there in the workplace, you should ask yourself, "what do they have that I don't?" They have the answers to the questions that I'm asking you right now. They have the answers and they have the results to the questions that I'm presenting to you. You need to re-read this book. Take notes. Treat this like a workshop, answer each and every one of these questions and make sure that you wake up every morning knowing why you are so special. Always know and be assured of why you are so valuable and why you are an in-demand professional.

***My personal journey on building value and making myself in-demand:***

Branding and attracting new business, finding new business and getting new customers to do business with me was not about the flash. It was not about the big house that I owned. It was not about the Cadillac Escalade that I had with TV's before I was even of legal age to drink. It was not about the flash; it was about the value that I offered to others. When I really got a grasp on the perception of my value and what others perceiving my value to them was is when business really started to take off.

When I was on a recruiting spree and getting customers left and right, I would wake up and have voicemails and emails waiting for me of people saying "Josh, I saw you online. I saw your stuff and I want to do business. Give me a call back, here's my number." I would get emails saying "Josh, I saw you here and I want to do business with you."

If you guys could figure out a way to have 5-10 new people who are constantly contacting you



about your business or your product or service every day, isn't that what we want, right? How many of you if you had 5-10 new business people contacting you every week- would that change your business? It would change your life, right?

So what I did was really simple. I sat back and thought to myself, how can I figure this out? What kind of formula can I put together to create this personal brand of mine, this online reputation? I thought- you know what I'm going to do?

I'm going to figure out my lifestyle and how I want to live. I want life to be good. I want things to be good and I want to enjoy life. I'm going to figure that out first because how many of you are a slave to your business?

How many of you are a slave to your job? I told myself that I don't want to do that and be a slave. Guess what, I'm no longer a slave to my business. Each of you can do the same thing.

I decided that I would create a brand and create a business that allows me to live the lifestyle that I want. So, I sat down and figured out how do I want to live? When do I want to wake up, when do I want to go to bed? When are my hours? Who am I going to talk to, who am I not going to talk to? I figured all of that out first. Then I got to work. Then I said, let's do this business.

My point is that a lot of people are thinking: I can't build a brand because I don't have all the things and I don't have all the shiny objects. It's just not true. It's not true at all. There are those who have done business with me because I was so short with them and because I made them ask questions. I made them create their own value in what I have and in what I do. That has given me the ability to build large businesses and do what I do. All of you can do the same thing.

I'd like to end on this- I'd like each of you reading this to try this exercise. Visualize with me and raise your hands. Put your hands together and keep them there. Cross your fingers and keep them there. Now I want you to raise your thumbs and put them on the opposite side. Feels weird don't it. It feels awkward. To some of you it feels so weird that you want to switch it back, right? This is business! This is what happens. Business is this; it's nothing but experimental.

***Experimenting Business = Business Experience.***



It's nothing but awkward until it is figured out. Your business is nothing but awkward until you figure it out. Wouldn't you agree? Business is nothing but experiments. Try, try and try again and if it doesn't work, fail faster. However; in the process of failing faster, remain diligent in your resolve to get back up again, again and again until you finally succeed!

The Secret to Success in Business and Beyond is: *1) Getting Up 2) Building Up and 3) Rising Up!*

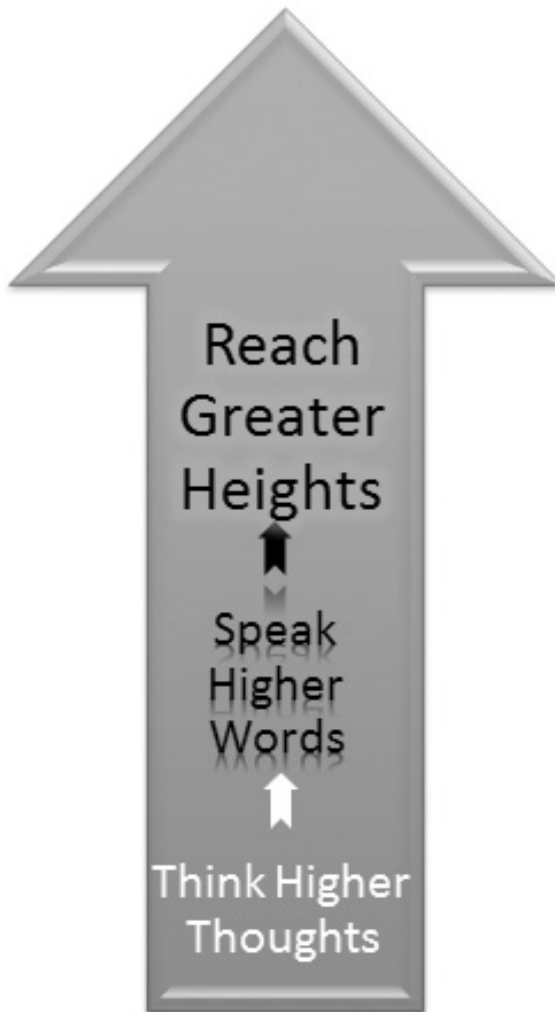




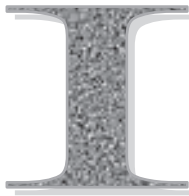
## Chapter 12

### Creating a Social Enterprise

*“Internally, positive thoughts and higher value communication will give you a much healthier persona in your relationship building that makes you more attractive to others. People will desire and prefer to be around that positive energy you emit.” Robert Velarde*



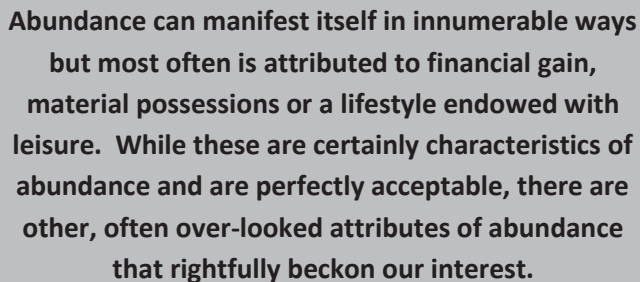




In this chapter, we *shared the stage* with SEO Professional and Social Media Guru, Robert Velarde to find out the best strategies for growing one's network both online and offline and in so doing, increase one's value to others within his or her influential reach. In the first section, Robert shares some of his experiential insights on how to be/become a leader of influence. The information provided here contains profound, yet practical wisdom for how to make application of the principles shared therein. In the second section, we interviewed Robert on many of the *real world* questions that confront today's entrepreneurs, business people and otherwise, success-minded individuals on how to grow their demand and influence in this ever changing world we now live.

### **Section I: 12 Principles on how to be a Leader of Influence:**

#### **I. Hero Power Principle 1: Live in Abundance:**



**Abundance can manifest itself in innumerable ways but most often is attributed to financial gain, material possessions or a lifestyle endowed with leisure. While these are certainly characteristics of abundance and are perfectly acceptable, there are other, often over-looked attributes of abundance that rightfully beckon our interest.**

We've learned from research and through reading any number of best-selling books that delve into the world-wide phenomenon known as the Law of Attraction that abundance is more than a status to achieve or aspire towards; it is a state to live in right now so that its rewards can be fully experienced and enjoyed! There is abundance of physical health and wellness, in which its true worth is perhaps too valuable to quantify. Then, there is also abundance in relationships of family and friends that tend to grow more priceless and enduring with

each passing moment. Abundance can also be measured in a state of mental well-being through measures expressed in gratitude, contentment and good-will toward others. These states of abundance were intended to be lived out, fully experienced and enjoyed to their fullest potential, in whatever capacity they are presented! Let us therefore, live without limitations and truly experience life as the universe intended, full of awe, wonder and abundance! To build a social enterprise to a place of prominence, we must think, speak, and act with a mindset of abundance.

- II. **Hero Power Principle 2: Live with enthusiasm:** In discussing this timely subject deserving of our attention, it's interesting to note that the original meaning of enthusiasm was changed in the dictionary from "God-Inspired" to "Energized". Using the original definition as a baseline, it's easy to ponder the depths of meaning and profoundness in the original meaning that comparatively, the secondary definition just doesn't quite match up to.




If true enthusiasm was derived from all things that are God-inspired or inspired of God, then whole new worlds of untapped meaning and mystery await our discovery! Are you enthusiastic

about life, about your future, about your dreams and about your destiny? Do you feel God-inspired in your life? Does the inspiration of that higher power flow through the very essence of your being and help guide your decisions and actions?

Are you looking forward to your future with anticipation and God-inspired enthusiasm over what opportunities and possibilities yet are in store for you? Regardless of whether one is religious or not, the question to ask is: "Am I endowed with the gift of enthusiasm for what life and my future have to offer?" If your answer is yes, then you have the inspiration of God flowing through you and operating within. Just

knowing you have God-inspired attributes residing within you should make you even more, well, you know- enthusiastic! Enthusiasm is the energy upon which a social enterprise moves forward in progressive motion. If you launch it with enthusiasm and nurture it with enthusiasm, your social enterprise will continue to thrive on that same enthusiasm you've infused into it!

- III. Hero Power Principle 3: Love people genuinely:** Relationships are a foundational cornerstone to being healthy, holistic individuals. The investment of time and the expenditure of effort that we put into relationships, determines the return on that investment, whether it's in the positive as an asset or in the negative, as a deficit. Regardless of where we find ourselves on relationship scale, one factor remains a constant- to have truly meaningful and fulfilling relationships; we firstly have to possess a genuine love for people over all else.



*There is always  
something good,  
something worthwhile  
and something of  
value that we can  
glean or gain from the  
company of another!*

Do you look for the best in everyone and have a genuine interest in seeing them succeed or progress through life? Does having the interest in another's well-being guide your decisions and actions? Are you enriched by the company of others and do you rejoice over their achievements and successes? When you possess a genuine love for people, these things are a natural outflow of that internal love being expressed and made manifest in the external. People possess a marvelous innate ability to sense when they are truly appreciated, loved and respected by others.

We should therefore, make it a point to feed and fuel that sense with genuine, heartfelt appreciation, respect and love for our

fellow man and woman. As leaders of a social enterprise, we will always be in the company of others. It must be our genuine love for people that forms the foundation for our actions and grows to become the framework for which that enterprise is built upon and abounds.

**IV. Hero Power Principle 4: Learn, live and love to inspire:**

Inspiration comes in many forms from the majestic magic of mountains in all their matchless grandeur to the melodic mastery of the maestro's instrument of choice; inspiration frees the heart and spirit to explore life's limitless wonders. It is often at pivotal moments of distress or discouragement that inspiration can come from the most unlikely sources: a song bird singing in celebration of the day's good fortune or the smell of a freshly baked pie that instantly transports us back to childhood memories and happier moments.

Yes, inspiration can come in many forms and when it does, those are the times to learn and appreciate those moments as they occur. Yet, when it occurs, it is not intended for the purpose of keeping that inspiration contained within; rather, it is intended to be expressed and acted upon. We act upon that inspiration to perform something equally inspirational for others!



We may not know the depths of despair someone may be sinking in or the weight of responsibility that someone may be buckling beneath! ***Let us take the higher road*** to be the source of inspiration to those in need! We can speak a word of

encouragement, offer a show of support, or tend to a need when it is most pressing.

In whatever means or capacity that we feel “inspired” to do, being an inspiration to someone in need is one of the highest callings and greatest responsibilities in life!

When faced with the choice to do right or otherwise, we should frame our actions and decisions on the basis of the long-term dividends we will gain by doing so over that of any short-term, satisfaction we may or may not derive in the end.

As the leader of a social enterprise, your opportunities and your calling for being an inspiration to someone will never be in short supply. To indeed be worthy of this calling, always remain positive and be ready to offer it when someone is at their darkest, most dire moment for to do so, will bring them out of their dilemma and uplift them to a higher plane.

- V. Hero Power Principle 5: Always do what's right:** To always do right is as straightforward as it is simple and yet, profound. Doing right is the highest good we can hope to attain for it is in this single act that integrity manifests its truest self. We are defined by our principles and doing right is the foundation upon which our principles'-framework is built. Yet, there are times, when doing what is right is not popular and may cost us in the way of friendships. However, the empowerment we experience for having held to true to our internal code is a reward that far outshines any loss we've had to face or endure.

In consideration of this, do we do what's right when no one is around and there is no chance that your actions would be found out? Do you do right when there's opportunity for financial gain or public notoriety to be given by not doing right? These are prime indicator

questions that truly reveal someone's state and intent. Doing right is ALWAYS right, will ALWAYS be rewarded and will ALWAYS be remembered! Your social enterprise will grow right, when you establish a precedent of right to begin with.

**VI. Hero Power Principle 6: Social networking is key:** In this day of cell phones and the Internet, when more opportunities for staying *connected* exists at every turn, Social Networking still holds the key in building our social enterprise. We are social creatures by nature and we are coded with an internal drive to network and connect, much like in the natural world that causes flocks to migrate and herds to gather. It's an inseparable part of our human nature to be part of something bigger than ourselves or in best case scenarios, to actually be that bigger something in which others are drawn to.



We must harness our right and endowed potential to be the connector of men and women within our networks and associations. To accomplish this, we become the network that others are drawn to and choose to be a part of. While joining networks is encouraged and will always have merit, there is a greater perceived value both in social standing and intrinsic worth when ***we become the center of our own social networking enterprise.***

Since we strive to take the higher road in all things, becoming the center of our social enterprise is not self-centered or self-serving; it is rather self-less for in doing so, we establish a network built on

properly aligned values- to help empower others to become something better than they are. Though there are many social networking sites in which it is beneficial to utilize to some degree such as Facebook, Twitter, Google +, Pinterest, Linked-In and Successful Thinkers; it is equally, if not more so beneficial to maintain a healthy “offline” presence where we physically meet and intermingle with those within our network.

Is your network sound and increasing your overall, net worth? Is your social enterprise comprised of its most valued asset- the social component? Rather than just joining another network, be the network and become the network that you may point others upward toward that higher path and calling! This is a social enterprise at its most fundamental level as well as at its most elevated level. Regardless of the size of your social enterprise or where you are at in the process, social networking will always be the order of business for the day.

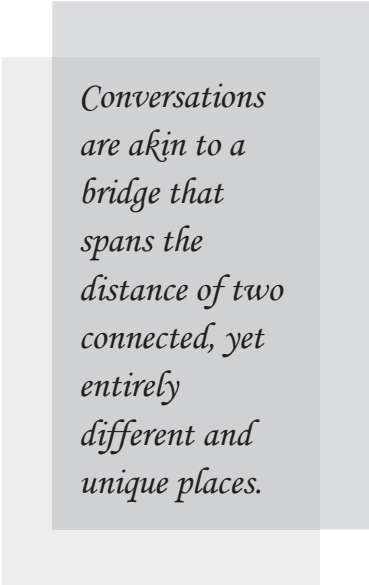
**VII. Hero Power Principle 7: Create stimulating conversations:**

The world’s leading conversationalists are often the greatest leaders of influence within social circles today. Like true masters of their craft, they creatively connect topics of interest with their target audience. Through the use of colorful humor that’s interspersed with hues of layered meaning and shades of

perspective, the stimulating conversationalist is adept at amusing and amazing his or her respective audience.

Only through traversing the bridge can these two distances be connected so that the uniqueness of each place and perspective is shared with the other once the distance is spanned.

To create stimulating conversations that others are drawn to, we should strive to find common ground or address a current theme of interest. Then, through a blend of story-telling that’s interwoven with humor and mystery, we will soon



*Conversations  
are akin to a  
bridge that  
spans the  
distance of two  
connected, yet  
entirely  
different and  
unique places.*

begin honing our craft and holding audiences' sway, wherever and whenever we speak!

To maximize our effectiveness as conversationalists we should:

- 1) read regularly and stay abreast of current events
- 2) practice and perfect our presentation- practice while looking in the mirror or while speaking with others!
- 3) be unpredictable to keep your audience guessing and at the edge of their seat
- 4) Keep conversations in a positive light, even if participants try to steer it otherwise and
- 5) be the leader of influence and seek to empower others or impart something of value to them.

If you do these things, you will grow to become an expert conversationalist in nearly every subject and to every audience you address! Creating a social enterprise is only made possible through exercising the craft of conversation, especially those that uplift, articulate and inspire. To grow your social enterprise, learn to master this needful skill so that others may be drawn to your circle of influence.

**VIII. Hero Power Principle 8: Give first:** Being a leader of influence is all about paying it forward and giving in advance of your anticipated *blessing*. Much like the farmer sows, tills and plants seed on the basis of belief that one day, his labors will pay off, he anticipates the day for a plentiful return on his investment and works tirelessly toward that single end.

If we are to set an example to others of a life of abundance or of the receiving of gifts, we should firstly set the example of a life of giving and sacrifice.



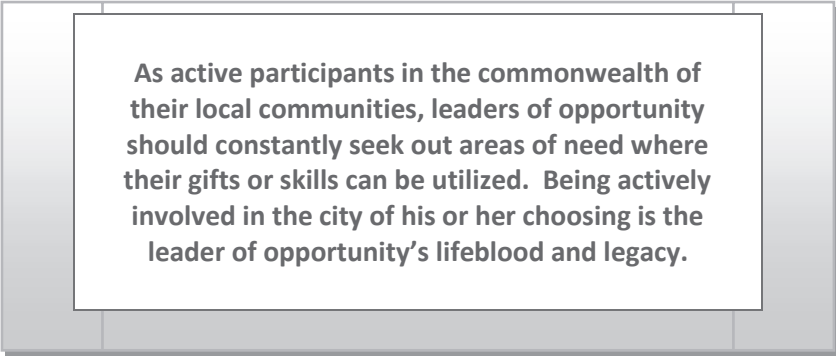
***What Yin is to Yang,*** giving is to receiving and sacrifice is to abundance. They are an inseparable equation of mixed opposites that together form the perfect balance in the grandiose order of things. When you give, you open yourself up to be a channel by which blessings are reciprocated back to receiver and giver alike. Yet we do



not give merely to gain; rather, we give to *glean* and learn something of value and permanence in the process.

Let us therefore learn to be givers in our daily dealings with others so that the seeds we have planted along the way will not return empty but will grow into a plentiful harvest of good for others to share in. As we give to causes that are greater than our own, it will doubtless come back to us again. One area where giving is most awarded is in the building of a social enterprise where uniting and collaborating with other community leaders creates a synergistic effect that benefits all involved. This is giving in its finest definition of demonstration.

**IX. Hero Power Principle 9: Be active in your city:** Creating something worthwhile and contributing to the greater good throughout their local communities is the mission and mandate of a leader of opportunity. The local community is not only the proving ground for leaders of opportunity to *try their wings*, it is also the mission field in which they operate and thus, fulfill their respective roles. From launching a community-centric event to donating of his or her time, energy and resources or giving toward a charitable cause, leaders of opportunity will always shine and stand out from the crowd by firstly making their mark at the local level.



**As active participants in the commonwealth of their local communities, leaders of opportunity should constantly seek out areas of need where their gifts or skills can be utilized. Being actively involved in the city of his or her choosing is the leader of opportunity's lifeblood and legacy.**

A social enterprise must first grow within the city of its founding origins for that enterprise to earn credibility or merit. Starting to work on creating a social enterprise right now is the key to compounding success. What we set in motion now in our involvement within the city we call home, will someday come back to us, multi-fold in a reciprocal process that knows no bounds...

*For a social enterprise to grow beyond meager beginnings, it will require massive vision to be matched and surpassed only by equally, epic action.*

**X. Hero Power Principle 10: Visualize to actualize:**

Great leaders will often speak of their “vision”, which fueled their ambition and sense of purpose to accomplish remarkable works. Many successful companies have adapted this same principle by forging a memorable “vision” statement that best embodies their ideals.



In addition, the concept of vision or visualization is taught as standard protocol within the self-help/self-improvement fields. The reasons are profound, yet practical: Vision is the precursor to action and action is the forerunner to realization. When you combine the two: action and realization, you

get actualization. Actualization is the process by which our vision is fulfilled and our dreams come to pass. In addition, actualization is the method by which we put action to our visions and bring them to fruition. Most often though, the actualization initially took place in the mind and thoughts of the individual, long before the dream or vision ever physically came to be.

The age-old parable: “as a man thinketh in his heart, so is he<sup>73</sup>”, comes to mind. How we think, the visions we embrace

and the actions we embark upon as a result of our vision- are exactly what we will actualize into our lives.

It therefore, behooves us to think right and to envision positive, uplifting thoughts, for these will soon become our vision and will eventually be put into action. The end result of that actualization is the outcome we will experience because of our vision. For the in-demand leader of opportunity, he or she would do well to envision thoughts of success or visions of accomplishments for in doing so, he or she will actualize the very thing being envisioned. Make it a point to envision beyond even your own abilities to see what your actions can someday bring to fruition.

**XI. Hero Power Principle 11: Create more leaders:** Though



there are many lessons to be gleaned in the act or art of leadership, the truest test of leadership however; is in one's ability to create more leaders. This is the genuine gauge on

determining whether someone's leadership is a success or something other than. Leadership in its purest form is the privilege of leading others. In this dynamic, there is no room for forced obedience or coercion, since in doing so, it diminishes the very nature and essence of what true leadership encompasses. In the words of Dwight D. Eisenhower: *"Pull this string, and it will follow wherever you wish. Push it, and it will go nowhere at all."* This profound, yet practical truth is often overlooked or ignored by those who've assumed a leadership position.

Success in leadership is characterized by the line behind you following in your footsteps, not in the line before. Genuine

leaders need not to force or push; they need only to lead by example. Those who observe and who witness the mantle of leadership upon you, will surely follow. The life of the leader is made large and of immeasurable worth by the priceless individuals who've entrusted them or awarded their loyalty to. This then is the pivotal point of maturity for the leader who leads by example: When someone truly leads, it means to delegate and to delegate means to let go of certain responsibilities and grant them to someone else.

Many so-called leaders never mature beyond the point of amassing a following for when it comes to delegating, they cannot let go for fear of losing *control* of something they never should have felt in control over in the first place. Yet, the paradox lies in the fact that the act of delegation and letting go in no way diminishes their position in the eyes of the people; it actually expands their standing. For in delegation, they impart a piece of themselves into the newly appointed leader they've chosen and in doing so, they replicate themselves over again into the character of another who's been following in their steps. Creating followers is indeed a gift, but only in the act of developing more leaders, does the person of influence create demand and build his or her social enterprise in the process.

**XII. Hero Power Principle 12: Be humble and teachable:**



Building a social enterprise is indeed a worthy aspiration for in doing so; you will have established many relationships, developed your interpersonal skills and of course, gained some public notoriety as a result. It is at this crucial stage however, that many err; they allow this new-found popularity and publicity to instill pride

within. Pride in ones' work is not necessarily a bad thing; it is when that pride becomes ego that the leader of opportunity begins wavering from the straight path. The surest path to course correct this direction is in acts of humility.

Humility can be learned in many ways from admittance to a wrong or taking the necessary steps to correcting an error in judgment; yet one of the surest ways of putting humility into motion is through the act and art of being teachable. Being teachable makes you vulnerable. It is a relinquishing of one's self-imposed will to be right at all times and of the right to assume he or she knows the answer to every problem or issue that arises.

The truly wise individual is he or she who has acquired the knowledge on a given subject through toilsome study and intensity of research; yet are wise enough to acknowledge another's authority on a subject or bestow rightful respect when and where it is deemed deserving. Just as in the most robust and favored companies to work for as bestowed by the employees who work for them<sup>74</sup>, a truly great social enterprise is one where the leader directs, much like an orchestra where an array of various instruments, conflicting sounds and plethora of personalities all come together in unison to make music magic. So it is in a truly great social enterprise, the leader may direct but it is the contributions of each in a harmonious succession that truly makes for something beautiful, magical and unforgettable...



***Be a Master Composer in this grand concerto and lead each performer with artistic etiquette and skillful hands!***

## **Section II: Interview with Social Media and SEO Expert, Robert Velarde:**

The content below is a word-for-word transcription from the answers provided by Robert Velarde in the interview. It has been formatted for the reading audience in both the electronic and soft-cover versions of this book. We trust you'll enjoy!

### **Interviewer:**

1. "Based on your professional opinion, what can people do to become more valuable and more highly sought after by other like-minded professionals in this ultra competitive market?"

### **Robert Velarde:**

"To rephrase the question, I would say it like this: how can you get the attention of higher caliber people in this competitive market? What can I do to get the attention of Donald Trump? What can we do to get the attention of your community leaders so that they give us an audience? What can you do to make yourself more available and get them to seek you out, so that you're in-demand and sought after?"



### **Here's the answer:**

- 1) ***You have to start with yourself.*** You have to be confident about yourself so that there's no shadow of a doubt of who you are. So, when people ask you- who are you, you will have a 20 second answer, a 30 second answer, and a 1 minute long answer. If you have a short bio, you would be able to get up and present that short bio at a moment's notice. If you have a long bio, you would also feel confident enough to get up and be able to give it in an instant.

If someone were to say: “why should we hire you?” You should have that answer. If they were to ask, who are you? It should be in your mind about who you are. I’ll give you an example. The example is very simple: If you believe you are a champion, then every day when you wake up and every time you go to sleep, you know and you tell yourself: “I AM A CHAMPION”. When you know that you’re a champion, you will operate as such. That’s number one- work on you.

If you’re into sports or if you’re into personal development and motivation; then you must think, speak and act like you are a champion.

**2) You must let other people know about what you’re trying to do.** You should make others aware of the value that you bring and the audience you’re trying to target. So, if I’m trying to give value to the social networks and to small businesses in particular, firstly, I need to know how to help them. What can I do to help these companies identify the problem with their operation that’s contributing to their lack of progress? What can I do to coach and consult these businesses so that they can see

there is a better way to conduct business and achieve greater success in the process? They are missing a component, not so much from a technology standpoint or high level thinking standpoint but in how to stay competitive in this ever-changing market.



***Be the Solution!***

I should be able to think like the business owner and put myself in their proverbial shoes. When I can think like them and I can feel the heartbeat of what they're feeling as well as why their business is not doing the best it could do, I can then show them where they're at and what the problem is. More importantly, I could then show them that there is a **solution** and an **opportunity**. Once I can show them the opportunity and create the solution for them on their level, that person is going to be part of my network.

Now if I don't have any clients, I will perform my services free of charge until I've built that list. I will *pay it forward* on their behalf until I've built up my repertoire and resume for that client with the condition that that they will give me their testimony. Once I have that, I can then show it to the next person. This is what your fellow, neighboring small business said about me: "here they are". To have that person edify me personally or in a conference call helps build my reputation and my network. This is how it works and this is how I've built my network.

It goes without saying that I have to believe in myself but now I have another person who believes in me. Once that person shares my testimony, my quality of work, my reputation and the results I produce with someone else, I now have another person that believes in me as well. In this scenario, my network has grown very quickly to several people who believe in me and will tell others about me.



As I continue to build that nucleus and that **DNA of a network**, then I reach another level altogether; I take it to level of what I define as *the network of networks*. I can go to the next person on the list of those higher caliber people I desire in my network and show them on this level who I've provided my services for and what I've accomplished for them in terms of value and benefits. Once they see my list of accomplishments and the list of satisfied, high caliber clients I've provided value for, they are more open and willing to hire or use me so they too can benefit from what I have to offer. It's a win, Win, WIN situation for everyone!



That's how I would do this based on the value I can bring for these higher caliber people in today's competitive market. Let me give you the opposite of this, just so we are clear here. The opposite of this is that people just believe they have what it takes when they really have not proven themselves. You have to prove yourself. You have to have a track record. You have to get out there and make it happen. Once you've done so, people believe in you. When people believe in you, they will be inspired by you; motivated by you and they will be taking your advice to the next level. You will likewise be inspired to see these people in life taking it to the next level.

**Make sure to have a track record**

Making sure that you have a track record of success is the ultimate form of preparation and professionalism. I would make sure that not only am I saying it, or am merely telling others that I have good value but I need to hear it from other people.



I need to know that the other people believe in me enough that they say “Robert, you have the greatest value and you have helped me out so much.” I’m not seeking to hear that for reasons of self-gratification since that is much different from what I’m attempting to do. However, when people by osmosis come to me and tell me, “I was so inspired by your talk, I was so inspired by your webinar, I was so inspired by your post on Facebook and your tweet on Twitter”; that’s how I will attract

the higher caliber person. This is what I seek to gain by having a proven track record of success handy and available.”

**Interviewer:**

2. What are the top actions a person needs to do to make his or herself more visible to the public so that likewise, he/she can become more available to potential opportunities?

**Robert Velarde:**

***Connected World***



“This is an awesome question because if we were to attempt to address this question 10 or 15 years ago, it would be much more difficult to do this. In today’s connected world, the visibility and exposure that you’re going to get is second to none. I’m here to tell you that to this day, this one question right here is what most people are still

struggling with.

Please pay attention to this part because there are people who are community leaders, whom we will call “islands to themselves”. They believe that they have it. They are who I call egocentric people. Egocentric people are the people who stay to themselves and avoid getting involved in other’s lives. Rather than seeking to help empower or help people aspire toward greatness, they seek not to get involved. They’re all about themselves but that’s not what a person of excellence should be doing.



Especially, in this day and time, we have a common house language. Years ago, it started out that no one even knew what the word Google was or to at least explain it but now Google is a household name and a household word. Another household word is “Social Media” or “social networks”. If you say that, it’s all over the news, it’s all over the media, it’s everywhere. It’s on labels now. You can buy a product, a candy bar or an energy bar or any other kind of product for that matter and on the back, you’ll see the label: “connect with us on Facebook or Twitter, Google Plus”. I mean, it is amazing the way that technology has taken us to the highest levels in connecting with people.

**We live in a great, opportune time for us to be more visible than ever.**



Robert A. Velarde

We live in a great, opportune time for us to be more visible than ever. Most people still do not get that. They want to be the person in the limelight. I’m here to tell you that sometimes you’ve got to give up that spotlight and share the rest of the stage. The person who is caring is sharing. More importantly, here’s what the real question is. What are the top actions? I would make sure just like when you wake up to go out to an event in real life that you’re presenting yourself in the best possible light and you’re *top* tier in the way you look. You groom yourself professionally and you look good. You feel good, you talk right, you eat right and you’re doing right.

I would perform the same actions online. I would get out there and I would present value and participate in communities that have action, are vibrant and that have something going on. There’s progressive energy that out’s there and I would participate in that. This is what I would do to become part of that community. Once I’m part of

that community, then I can expand myself to other communities and other cultures: that's what I call the *network of networks*.

***When you tap into one person's sphere of influence and their sphere of influence, you multiply your opportunities.***

When you tap into one person's sphere of influence and their sphere of influence, you multiply your opportunities. I might not have that platform but if I tap into that person and he has a massive platform or a massive network, all he has to do is invite you and show his network of friends and then introduce you to them. Once this occurs, you've made your debut to a much wider audience and sphere of influence you otherwise, may never have had an opportunity to reach.

Remember the story about the 1 minute manager where the



young man wanted to get into the financial district but he did not know how to get in to the elite network of high caliber people within the financial district? He went to the New York Stock Exchange and he met with a seasoned, highly respected key player

at the New York Stock Exchange. He asked how he could get into it and inquired as to how he could gain more opportunities. All the seasoned official said was: "follow me".


The younger man walked with the seasoned veteran across the Stock Exchange floor and every influential person saw this young man being escorted around by one of the top NYSE officials. As the story was told, by the time they got to the end, the seasoned veteran said “good day young man and good luck”. The young man wasn’t sure what had transpired or what that brief exchange would do for him. Yet by mere association, the younger novice was empowered by the seasoned veteran’s persona.

He was shown that he could be part of the seasoned veteran’s network. By showing him the approval that he bestowed upon him and that he could be that close to a man of such higher caliber, the younger novice was being paraded in front of the most influential investors and business leaders on the New York Stock Exchange by this leader of influence. When he walked him across that NYSE floor, everybody at the end was saying to him, “give me your business card”, “who are you?”, “how can I connect with you?” That man went on to succeed.



At the time, the younger novice in our story was given the opportunity of a lifetime. Yet, in his quest and anxiousness to succeed and to make a name for himself, he nearly missed the opportunity. Success was within his grasp and yet his chance of a lifetime was nearly overlooked because he failed to see the opportunity. Still, today such opportunities still exist and are even more prominent and available. These would be the top actions to connect with higher caliber people. Once connected with them, you can then give value to them and to be part of a community where you can be identified as such.

Even if that meant becoming a member of The Lion's Club, this would be an awesome way to volunteer your time and to show who you are. Even if there were top caliber people, I would seek out top clubs and become a member accordingly to show that I was a member who was connected with other community leaders within that club.



**We have a better time now  
because of the speed at  
which we can connect and  
communicate with people  
through the Internet. We  
have the opportunity to  
harness the power of the  
Internet and to use those  
tools we've been given.**

Once I can show them who I really am and can share my background or discuss my game plan, then those people are going to see the same likeness in me and will likewise choose to be part of my network. Once part of their network, I can then go and present myself and become more visible. Just by association with these higher caliber individuals and their sphere of influence, I am going to be more visible. Their *network of networks* is going to take me to the next level."

**Interviewer:**

3. According to your observations, what are the differences between those who are highly successful, sought-after and in-demand individuals over those who have no following or loyal "fans"?

**Robert Velarde:**

“Basically, there is a difference that is very simple but it’s often overlooked. Here it is: People think you have to be at a **genius** level or that you have to know your craft inside and out before you can be effective. They assume that you have to be at the **expert** level of having 10,000 hours poured into your craft to be considered an expert.

All of that is somewhat true but in terms of bringing value to ourselves and those within our influential reach; it’s really not that integral. I’ll explain something to you. There’s a secret here.



This is the secret. Basically, the idea comes from the book: “The Magic of Thinking Big”<sup>75</sup> by David Schwartz. The book discusses some interviews conducted with Albert Einstein and Henry Ford. According to the story, they asked Albert Einstein some specific questions where knowledge on the subject was necessary. His response was in essence, “I do not know those answers.”

They looked at him and said well how can you be the top scientist in the world and you don’t know these answers? Einstein’s response was why would I want to fill my head with all this information that’s going to congest my thinking? I need to think creatively and therefore I know where to get these answers. Why would I want to store all of this and memorize all of this knowledge when I can go and in 5 minutes, find a good book that’s going to define all those answers?

# Creativity opens up the world of possibility

So, he said that he wanted to be more creative with his thinking than he would with just filling his memory with a database of knowledge. So, that's one tip. Henry Ford was exposed to a genius young man on a TV talk show. On the show, the young genius was being asked a series of trivia questions. He was answering all the different questions as if he had memorized everything.

On the game show, he was undefeated and they looked to Henry Ford and asked in essence: "How would you like to have him on your staff?" Henry Ford replied in kind and answered that he would not want the young genius on his staff, no matter what. When they asked why, according to the story he went on to explain: "all he can do is memorize and memorized knowledge is all he knows/does. I want somebody that can be creative.

When they come to a certain situation, they can identify a problem, they can see that there's going to be a solution and they can take that solution and make it an opportunity. Then they can present that same scenario to other people to identify with those other people and help them overcome that same obstacle. By doing so, such a person can create solutions and opportunities that can be duplicated over and over and over again. That's in essence, what Henry Ford said.

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That's the creative thought. It is our successful solutions and associations that ultimately make all the difference. I know where to go to get that information. I know where to tap into that information. I do not need to go and find a person or to hire him. I know who my successful associations are and I know where my networks are.

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*Just know where to go!*



In my notes, I often say: “just Google it”. We live in a time where the information is there. You just have to know not to memorize it since that will congest your thinking. You need only to know where to go to find it so you can free up your thinking. When you become creative and innovative, that’s the difference between those

that are highly successful, sought after and in-demand because they know how to hit a homerun.

**Interviewer:**

You are recognized as an industry expert in social media and online networking, what’s the best advice you can give someone for using these mediums to help build their business, grow their networks and promote their personal brand?

**Robert Velarde:**

“Great question but let me define something. I don’t like the word “industry” since it is a static word. Expert is defined as somebody that has certainly mastered their craft by putting in upwards of 10,000 plus hours but there are also those who’ve spent 5000 hours- who are certainly masters of their craft. Are they an expert? I don’t think so.

Yet, what if someone is an expert and they go on vacation for a week and something changes with Google and Facebook while they’re gone. They have to come back and get caught up. Everyone is asking what about this and what about that? He’s saying I don’t know- which would render him to be no longer considered as an expert.



***Are you an expert in your field?***

We should change those two words to something else. If we're talking about social media, I would look at the word "social". This prompts us to define what is social in the sense of our subject matter at hand and then the second word is "media". What are we referring to in terms of media? Are we talking about the propaganda that's coming through the news mediums right now? I don't think so. I want to shift your thinking here a little bit.

If you were ever to predict the future as Peter Drucker would say, he would say "Create your own world, create your own future." Today you have that opportunity to create your own future. Here it is: I would learn the basics to intermediate of Facebook along with the main mediums of social media, Twitter, Google Plus and Pinterest. You could follow our dotcom<sup>76</sup> to get the updated versions of the latest tips and tools on how to use these social media platforms to their optimal. I would become very familiar with those areas. I would become very seasoned in those areas and be a participant.

Think of the Internet as your digital world



Just like you would go into your new neighborhood and you would want to meet people in your neighborhood or wave to them and say that's Mr. Smith or that's Mrs. Jones. It is the same in the digital world. These are all the different people that I know. Then you would go and introduce yourself to the business owners. This is the local banker; this is the local restaurant owner. This is the local grocery store. This is the

general manager of the grocery store. This is the manager on duty, you get to know these people and you become familiar with all of those people.

By doing that and through making yourself available to those people or expressing genuine interest in them, you become familiar in your digital neighborhood. You can then proceed to ask them what are their successes, what are their challenges? From there, you can make yourself available and ask them how you can help them. You can also inquire as to what you can do for them as a good citizen.

One of the things they are always going to do, regardless of



whether it's in an offline or online format is this- when you present yourself as a giver or as a pay it forward type of person who doesn't want anything in return, is ask you what do you do? You do not have go and tell them while you have a business card in your hand. All you have to do is have your right hand held out to give them a handshake. Then hold their hand and say, let's team up together, what can I do to help you? That in turn is going to grow your business and grow your

network. This gesture will grow your personal brand to levels that are so high that you are just going to be blown away."

### **Interviewer:**

4. There are many among our reading audience who've fallen victim to "bad press" or whose businesses are suffering from negative reviews. What tips could you provide them to help "turn the tide" on this damaging matter so they can once again be cast in a positive light?

### **Robert Velarde:**

"The time we're living in is a time when nearly everyone has a "digital footprint". Just like you have a track record in real life; you also have one in the digital world. Let's take two categories of how we're

looking at things here: 1) your online life and 2) your offline life. In the world we live in right now because of the huge social media networks like Facebook, Twitter and Google and all the new ones coming out, they have become one and the same in terms of tracking our digital lives.

I know we could go into the technicalities of all the differences and people could create fictitious screen names and all of that but when it right comes down to it, when we all meet people, people straight across the board should all have their own dotcom. So, just like in personal development, you would identify yourself as “who am I?” You have to know the reasons why you are seeking to grow your network and then you must take ownership over your life.

In the 21<sup>st</sup> century that we’re living in right now, taking ownership of your life is not only about being a good steward over all your general activities such as with your business, your personal life or your social life but it’s equally about taking ownership of your online life.

You should have your name in a dotcom. You should be out there seeking various versions of your name in a dotcom, dot net, dot org, dot biz or whatever to help take control of your destiny online. This will help solidify your online presence and create brand awareness through your name.

### ***Hero Test: How does your online / offline brand measure up?***



Then you have to perform a Google search on yourself: Google your name, Google your brand. Do a search on Google for your business to determine how it measures up in social circles. Google your key words and do all of that to get the true picture of how you measure up. You should also do this with Facebook, with Twitter

since some of the searches are not coming through in Twitter and also through the Google index to make sure you're taking good ownership of your online life. You have to log in to your Twitter account, type in a search and do the same steps for Facebook as well to see what it says about you in those particular social media platforms.



This is what you call your **digital footprint**. Anything that is not conducive to what you feel is bringing high value to who you are or is creating bad press, then you need to create a remedy. That remedy is called Reputation Management.

**Hero Tip:** Your online activity leaves a digital footprint

With regards to reputation management, you should make it a practice to spend whatever time it may require going through each site that comes up on a search query. Then, if you find any bad reviews, select it and report it to Google under the guideline that it is a derogatory post/comment or whatever it is. You can do this since it is part of the privacy act and everything else that is out there that does not bring you value, Google can take it down at your request. As you become more proactive about doing this, you will begin to see only the good since the positive will eventually "bury" the negative over time.

In addition to that, just like with anything else, in real life if there is something bad being said about you, you need to remedy it and come out with the good. So, replace the bad with the good and since we're talking about your digital, online footprint, this means you need to create blogs. More importantly, use a Word Press blog or Blogger blog, to put down that bad information or have it taken out altogether by replacing it. Promoting good content and having a solid reputation management solution in place is how you ensure your digital footprint is heading in the right direction."

**Interviewer:**

5. We know that relationships are the key to everything, so with that in mind, what are some easy steps that the audience can incorporate right now to help them be more appealing and “irresistible” to others on both a personal and professional basis?

**Robert Velarde:**



“Again, building relationships is probably the best thing that you can do. The way you want to look at it is like this: If you have capital and you have interest in an account that you have put a lot of money into or have invested a retirement plan into, those are resources that you can tap into if need be. It’s much the same principle with regards to relationships.

So, just think about this, if you were in the beginning days of technology when Microsoft first came out and you decided back then to join forces of Microsoft, if Microsoft was handing out shares to the company, you would right now be amazingly wealthy. Basically what took place there is what I like to call Relationship Capital.

*When you’re building relationships and growing your network, you are building your relationship capital.*

The more relationship capital you have, the more valuable your stocks become. Your stocks are going to be able to produce. We’re putting our stocks in people and since we’re in the people business, the level of our investment determines the measure of return and yield we gain from our investment in people. That’s called Relationship Capital. The more beneficial relationships I build with high level people and with any

group of people for that matter are forms of Relationship Capital. These are valuable stocks that will often produce a greater yield than that initial investment put into them.

If we were to go back to the Microsoft concept in the very beginning when they were giving a piece of stock away, this act alone has produced countless millionaires. These millionaires number in the thousands and Microsoft has perhaps produced more millionaires than any one company. I'm sure by now that Google has done the same thing and now with Facebook's IPO status this pattern could be repeated- this is Relationship Capital.

This is very important. I would really spend time going to networking events, connecting with people and having one-on-one sessions with them. I would connect with them again with the concept of "how can I help you?" and "what can I do for you?"

In the social networks, connecting with people and using your messenger to reply to people in Facebook or to try and help them out is a good practice. Also, when you look out for people and make sure their digital footprint is on a positive path, those are all part of Relationship Capital. How important is this? It is as important as the investment that you have in real life and in the financial world, that you have built up valuable relationships in the people world."

### **Interviewer:**

You are highly regarded for your knack at monitoring and keeping current with Internet trends. With that said, what are some of the key words you see trending right now that if used properly, can help the audience draw a much larger network as well as build a following?

**Robert Velarde:**

**Hero Tip: Keywords are important for your online goals**

“Keywords are very important. Here’s what I would do- instead of following the trending key words and trying to reinvent myself based on that, what I would do is I would first look at my preferred key words based on my interests and what I’m trying to accomplish. What am I good at? What am I passionate about? What is my talent? What is my area of expertise? When I write a list and I would recommend that you get out a journal and write that list of key words on who you are, then I would go to the areas and do the comparison words with portals like Google Trends. I would input my key words in there and put in key word variations to find out what people think about this key word.

It’s kind of like playing the game Scrabble. You make one word out of another word and see where those words go. Based on the trends that are trending now, try to find a synonym with how it identifies with you. How does this word identify with me? Then, I would go ahead and make those my priority key words in my life. I would always make those key words or that key word something of value. I would go after the higher caliber words. Every day I would add a new key word that accurately reflects me or what I’m doing. I would do this every day because every day, technology is changing.



Google has a saying, “every millisecond counts”. So, if Google who is controlling the technology world and the digital world is saying “every millisecond counts”, what are we thinking in our brains? Actually who made the computers? Who made the code? Who made all of these things? The human brain did. So, if the human brain is that powerful to create these

types of technologies and the key words and trends that go with them, we are the controllers of that trend and how it unfolds.

So, I would revisit this every day with my key words and really make them significant according to the times with what’s going on. I would follow the different people who specialize in following the

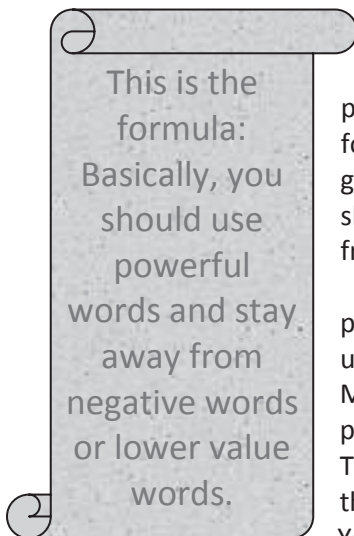


trends. There are certain groups that follow the trends and they already know what direction the trends are going in. They are good at predicting them. Forbes magazine has been extremely successful with predicting trends. A lot of the periodicals out there have also done this too. Look at the expert analysts as they follow the trends and I would go ahead and follow those people. Doing this will enable you to be on top of the trend with knowing the best ways to utilize your key words.”

**Interviewer:**

6. As a highly sought after motivational speaker, you understand the power of positive communication. With that established, what are some key words that the audience should immediately begin to use in their every day routine to help them build healthy relationships and thereby grow their network of fans and followers?

**Robert Velarde:**



“This is a good question because what you think becomes who you are and who you are is what other people think about you. If you could follow that pattern right there, then you’ve got it. That’s the formula. Basically, you should use powerful words and stay away from negative words or lower value words.

An example is this: when you’re promoting an event, a lot of people like to use a marketing cliché that says: “Don’t Miss This Event! It will be the most powerful event you’ve ever experienced!” Think about this for a moment. What was the first phrase you just told those people? You said “Don’t”.

Subconsciously, you just programmed their mind with “don’t” or do not. This is negative. What you want to do is to say something positive and use the power of suggestion rather than begin with a negative. In this regard, you need to be the leader of influence.

As such, you should be the influencer and to use the power of suggestion by saying, “mark your calendar”, “plan on attending this dynamic, exciting and beneficial event designed for you”, rather than

saying “do not miss this event.” The key is to consider the intended result and to position everything we say with a positive spin on it. This will result in our message being sent and received in the most optimal manner.


***Hero Tactics: Time to upshift your brain***

That’s the idea there. That’s the psychology behind this. There is what they call the downshifting of the brain. This is information that can be obtained by Dr. Arleen Taylor, PHD, who is a brain function specialist. She teaches this about downshifting and up-shifting the brain.<sup>77</sup>



Positive communication is what people are always looking for. Sometimes they’re testing you, so a lot of people will come to you with problems, not because they want a solution to the problem but because they want to be paid attention to.

These are they who desire attention, so you never want to reason with them but you want to keep the communication positive. Other than empathizing with them or saying *I know how you feel* but other than this, there’s always a remedy; that remedy is to always keep it positive.



WHAT I LIKE TO DO IS  
BRING CONVERSATIONS  
TO A HIGHER, MORE  
EMPOWERED LEVEL.

The more you do this, the more you begin to re-program your brain. Each one of these operates on frequencies. They're like computers in this regard, so that I'm synching myself with you. When I synch myself with you, I will absorb whatever frequency you are vibrating at. If you're negative and I'm negative, then we will synch to each other and the result will be a lower level of negativity. But if I'm positive and you're negative or vice versa and we synch up with each other, then we're going to match up somewhere.



What I like to do is bring conversations to a higher, more empowered level. The way I would do this is by utilizing the higher caliber, positive words. The difference here for example is in some of the words I like to use such as "excessive". I instead prefer to use the word: "abundance". If I'm using words that are of lack and want, or fear- there's an acronym called "F.U.D.". It's a business concept you can Google but it stands for Fear, Uncertainty and Doubt. Always ask yourself, am I using Fear, Uncertainty and Doubt? If that's in the equation, then I do not want to use those words. I want to get the FUD out.

Instead, we should choose to use positive affirmations: "I AM a Success", NOT "I'm going to be a success" because that still puts it in the

future tense meaning I have not obtained it yet. Instead, we should speak on the expectation of the success we envision for ourselves. “I AM the champion in every situation”. This can be followed by “I Am, I expect, I will, I do” or these types of words and empowered statements.

These are positive, powerful types of communication we should incorporate now in our daily conversations or personal “pep talks”. When you tell yourself “I AM Happy”, you will naturally begin to feel happy. When you couple “I am happy” and then you smile, it doesn’t matter who’s looking at you, you will experience happiness.



Do the exercise daily: say “I am happy” and smile. Do this again and again and repeat it several times. Then, say it and outstretch your arms when you say it and notice the feeling it gives you. You can do that with any of the words and you can do that with people. You can literally change your environment and you could change your world immediately by doing these simple affirmation action items.

Internally, positive thoughts and higher value communication will give you a much healthier persona in your relationship building that makes you more attractive to others. People will desire and prefer to

be around that positive energy that you emit. That energy is contagious. That energy is what they're looking for."

**Interviewer:**

7. It is widely understood that personal development is essential for being an influential, effective leader. In the area of personal development, what do you recommend that the audience should focus the most on right now so that they may be effective enough leaders to earn a following later on?

**Robert Velarde:**

"Right now, I would read what the rest of the leaders are reading. I would find out who they want to be like or who they are following in the footsteps after. I would also research what are they learning and find out what schools did they attend? There is a list that if you follow those individuals' websites, you will discover who these leaders of influence are. There will always be a track record. They have a digital footprint. All you have to do is research them out and you will soon discover they have a list of their preferences that they abide by.

I would go and read all of the books that they've read. If they have written books, I would find out what their top selling book is that they wrote and purchase it. I would Google them, I would Facebook them and become friends with them. A lot of these people are on the social networks and they're practicing what they're going to do their next project on.

So, they are often throwing out all these different phrases to see what kind of response they will get from their

**These people  
that are great  
leaders  
became great  
because of  
what they do  
on a regular  
basis by  
continually  
developing  
and growing.**

audience or followers. They are really testing the waters on what their next project or book is going to be about.

What happens is this: these leaders of influence are using you like their Think Tank or they're using you like their survey and evaluation committee, if you will. I would follow them, subscribe to their emails and follow the psychology and dynamics within the DNA on how they think. Put yourself in their shoes and determine how their mind works. Make this a priority that you sit aside time to follow and pattern yourself after those who are leaders within their respective fields.

**Great leaders set aside time for personal development**

In the morning time or at different intervals throughout the day, I would make this a priority and do it. If you're ever increasing and always learning, you will come to the highest level that you could ever imagine with this knowledge but it's not just any knowledge; it's specialized knowledge. It is applicable knowledge that you are empowering other people with. The osmosis principle takes effect when you apply this specialized knowledge. It will help you with matters of personal development so that you can become a more effective leader of influence.

Make this part of your routine just like an exercise. If I called myself a fitness guru, I would be doing this every day. It should be part of your business. There should be components to this process. You have to list those things and personal development should be high on the list. This is what I would do to grow my influence, build my network and increase my level of worth and effectiveness within my community."

***Make yourself better through personal development:***



In retrospect, each of us in our own unique way desires to be remembered for some significant contribution that we made to society. We would all like to leave some form of lasting legacy behind that attests of our accomplishments. Deep down, there lies an innate passion to empower others to succeed and to somehow, help them be something better than they were before. This is both the burden and the mission of the higher caliber person who lives life by a superior calling.

The higher caliber person is not superior to those he or she seeks to help; rather, it is the value he or she brings that makes them more sought after and in-demand. Ultimately, it is this in-demand factor and sought-after status that propels the higher caliber person to a loftier position of prominence among peers.

Just as a product increases in value as its demand goes up, so also does our value as influential leaders increase with each new person we help; with each life that we empower. Enriching the lives of others increases our significance and makes us more highly sought after among those within our influential embrace. This highly sought after status or

demand is perhaps, the highest form of leadership and influence we could ever possibly reach or aspire towards.

Once this in-demand status has taken hold and our value begins to grow, so also does our tale, our repertoire and our legacy. This then becomes something more than we ever could have imagined: we become higher caliber persons whose positive influence and contributions to society supercede any merit we may have earned of our own volition. In essence, we grow in popularity, position and prominence or as someone much more than we may have become on our own, simply by the number of lives we have empowered along the way.

### **Hero Training: Our success in life is akin to our success in relationships**

The degree to which we advance in life or aspire toward greatness is inexorably tied to the measure of effort and energy we put into helping others attain new heights within their own lives. We cannot escape the life of demand. We are either weighted down with burden over the demands others place on us or we are elevated to new heights of progress by the demand we've created for ourselves.

The wise among us will choose the later... to grow our influence and value within our respective communities to such a degree that we are always sought after and ever in-demand. Let us become that positive, empowering individual who enriches the lives of those we touch and elevates others to a higher place. This is our mandate and our high calling – to leave a lasting legacy behind that enriches lives, improves conditions and sets new precedents of positive change in motion. For in doing so, we will grow our reputation to new, unprecedented heights and become the professional heroes we were destined to be!





As in-demand leaders in today's ever-evolving society, we should strive for excellence in all things and ascend toward *professional heroism* in the public's eye. The professional hero seeks to improve the world to which he or she has been appointed. They strive to make the lives of those they encounter, better and "bigger" than they ever were in their former, unfulfilled states.

At a time when public figures may fall short or government programs may be rendered ineffectual, what society is seeking after is a professional hero of sorts who embodies all their hopes and ideals. The professional hero is he or she who seeks to empower those they meet so that the resulting outcome far supersedes its original status.

If today's business *landscape* could be likened unto a mystical



kingdom in a far-away land and the problems that we as a society face today could be compared to a mythological dragon; we can take confidence in knowing that the hero always slays his/her dragon and comes out victorious!

Today's business kingdoms are in need of a hero to inspire the masses and to deter the oppressors of opportunity. Have you unleashed your inner hero lately?

Today's professional heroes are the dragon-slayers of our day-taking up sword and shield against the enemies of progress. With battle-bravado, they run headlong toward the beasts of outdated business methods and conquer them using cutting-edge success strategies that strike at the core of the problem.

The professional heroes of our day are those in-demand leaders who fight to improve our world and to make society a better place. They are the entrepreneurs of our day- launching some new business concept or who risk everything to build a successful enterprise from ground floor on up to top-tier. Today's professional heroes are the

business owners who supply an essential service, who pour their passion and their energy into making it succeed and who provide employment for countless others to benefit from.

Become that in-demand leader you were meant to be and prove to the world once again that heroes still exist... silently preparing, strategically planning, painstakingly practicing and purposefully waiting... for the opportune time to *STRIKE* fear at the heart of failure and to inspire faith in each of us to go forth and conquer!

Rise to the occasion today to be the leader your world needs you to be. You were meant for greatness and intended for all the goodness that life has graciously prepared for you to receive and enjoy. Go fight your fight and win your battle for the celebration and the rewards that await you upon your triumphant return will far exceed your wildest imagination...

*Heroes always slay their dragons*



## **About the Authors:**

### **Darren Bocksnick**



Darren Bocksnick is an avid outdoor enthusiast, guitarist, poet and songwriter residing in beautiful, Austin, TX. He spends much of his time networking with other success-minded professionals and creative people for collaboration and inspiration. As a business consultant and published author who co-wrote the book: "Making Millions from Your Home" with Jim Bellacera, he focuses on writing on topics about business, business development and business growth strategies.

Darren is the Co-Founder and the official writer for the Successful Thinkers' Network ([www.successfulthinkersnetwork.com](http://www.successfulthinkersnetwork.com)) and also the Founder of Higher Caliber Solutions, a creative solutions company. He has a repository of writing experience from which to draw, from writing email campaigns for the Trump Network, to authoring Training Manuals for a self-improvement audio series. Additionally, he has written product and business press releases and was involved in online reputation management initiatives for celebrities

Darren's passion is to inspire, empower and develop others to their fullest, inherent potential. He strives to do this through his writing, his music, speaking engagements and through personal, one-on-one interaction with those he meets. It is hoped in the writing of this book that you, the reading audience will find inspiration to pursue your passions and delve into your dreams without inhibition or interference. May you find within the pages, the courage to continue the course and the fortitude to move forward, no matter the cost.

**Here is a list of reviews shared by those who know Darren:**

**David Lyon:** *Senior Director of Sales at Trada*

*"Darren embodies the entrepreneurial spirit of a start up. His commitment to results on behalf of his clients and internal stakeholders is second to none. Darren made consistent contributions to the success of ProfitFuel's Client Services team on a variety of fronts. He was an asset to the company, his colleagues and most importantly to his clients. Darren's unique blend of creativity and analytical tact will be of value to all of his future endeavors and I'm happy to recommend him."*

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**Chris Masterson:** *SEO Consultant/ Account Manager*

*"I have had the pleasure of working with Darren for a number of years. He is highly motivated and works intelligently with his clients to provide the best resolution possible for any need they may have. He is an asset and champion for his clients and company. Darren would be a driving force behind any team and would I would gladly work alongside him in any environment."*

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**Christopher Lombardo:** *Owner, ChrisLombardoLIVE.com*

*"Darren is a perfectionist for detail and customer retention. I've personally witnessed Darren turn a potential disaster with an unsatisfied customer to a customer for life. I continue to ask Darren to partner with me in my business because of his workmanship, honesty, and integrity. You'll find none better."*

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**Brandon Carter:** *Online Marketing Manager at Indeed.com*

*"Darren's writing prowess and entrepreneurial strengths can stand firmly on their own; without my recommendation. Getting to know him, those are obvious. I just have to say, what a great guy! It's hard to find people like Darren these days. He genuinely cares for the people around him and is one of the most honest people I've ever met."*

## Josh Delaney



Josh Delaney is a successful entrepreneur, consultant, trainer and motivational speaker who regularly frequents the country speaking at business seminars and conducting training sessions. He is founder of The Josh Delaney Company, a creative media and marketing company along with DoingMyPart.com, a philanthropic charity organization.

Josh is a literal, “who’s who” in Network Marketing and social media and is highly sought after for his wisdom in Internet marketing and branding. He has helped thousands of business owners and entrepreneurs across the country with helping establish their online presence and business growth strategies.

As a popular motivational speaker, he has been involved in speaking at prestigious events such as the Successful Thinkers Kickoff launch and has shared the stage with the likes of Rudy Ruettiger and Jim Bellacera. Josh’s blend of charisma, enthusiasm and inspirational energy keeps him in popular demand in social and networking events around the country.

Josh’s contributions to the book are straightforward, heartfelt and inspirational. He was a top choice for the author because of the role model, live-by-example element he brings to the topic at hand.



**Robert Velarde**



Robert Velarde is a National Trainer and Internet marketing Strategist who specializes in Search Engine Optimization (SEO) concepts and Web 2.0 social networks. He travels the country as Successful Thinkers' (ST) Director of Social Media Development and SEO, public relations person and also for his role as Ambassador in developing ST's various network communities.

He is a successful business owner and founder of First Listing ([www.firstlisting.com](http://www.firstlisting.com)); an Internet marketing service that enables its clients to achieve greater success by reaching their target audience through business branding and niche market penetration. Prior to First Listing, Robert formed A7, a dynamic team of savvy, skillful professionals- each with a unique set of talents to offer for providing a full spectrum of services to clients. In addition, he founded Strauss Promotions and utilized the A7 team to help promote The Strauss Festival of Elk Grove, CA and bring it to world-wide acclaim.

Robert enjoys connecting with people and seeks to enrich those he meets through offering encouragement, inspiration and instruction. His positive energy and upbeat personality have empowered people nationwide on a personal level, in public settings and on a global scale via video webinars and training tutorials featured on the Internet. By providing tangible strategies with real-world application,

Robert teaches individuals how to achieve extraordinary results in both their personal and professional lives. On an individual level, Robert's

methods include one-on-one mentorship and personal development techniques. On a business level, Robert's techniques include advising businesses on how to harness the power of technology to increase exposure, gain more customers and to build a solid clientele base through consistent follow-up. His proven methods and positive "vibe" keep him in high demand these days as he travels to and fro in America, seeking whom he may empower...

Specialties: Networking, Teaching, Public Speaking, Workshops, Seminars, Business Development, Internet business consulting and services using Google products and Social Media Marketing.

**See what others are saying:**

**Faith McKinney:** On air talent for ICIndymag.com:

*“Robert Velarde is a leader in the hugely popular Successful Thinkers Network. Robert’s skill in social media, marketing and speaking has catapulted Successful Thinkers Network to an international organization. Robert was instrumental in creating a vision for Successful Thinkers of Indianapolis organization. His social media skill and training helped me create a solid and well informed networking organization in Indianapolis, Indiana.”*

**Jim Britt: Key Note speaker <http://youtu.be/mY> presented to over 1,000,000 people, Performance Expert, author 16 books and programs**

*"Robert Velarde is not only a friend but an amazing social media expert. If you want to learn the how-to's of social media Robert should be at the top of your list. If you ever need a speaker for a special event Robert is your man. He is humorous, knowledgeable, creative and up to date on social media trends and communicates his message in a down-to-earth way that engages his audience-you will not be disappointed."*

**Jeanette Cadena:** JLC Marketing & Business Development

*"Robert is the best SEO/Social Media Consultant in the US. He knows, and can teach any aspect of SEO/Social Media marketing."*



# Resources

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***Additional Resources:***

**For Book Seminars, Corporate Sessions,  
Study Groups and Speaking Engagements:**

**Contact Booking Agent, Anna Curry  
of Synergistic Exposure: 832-585-2100**

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